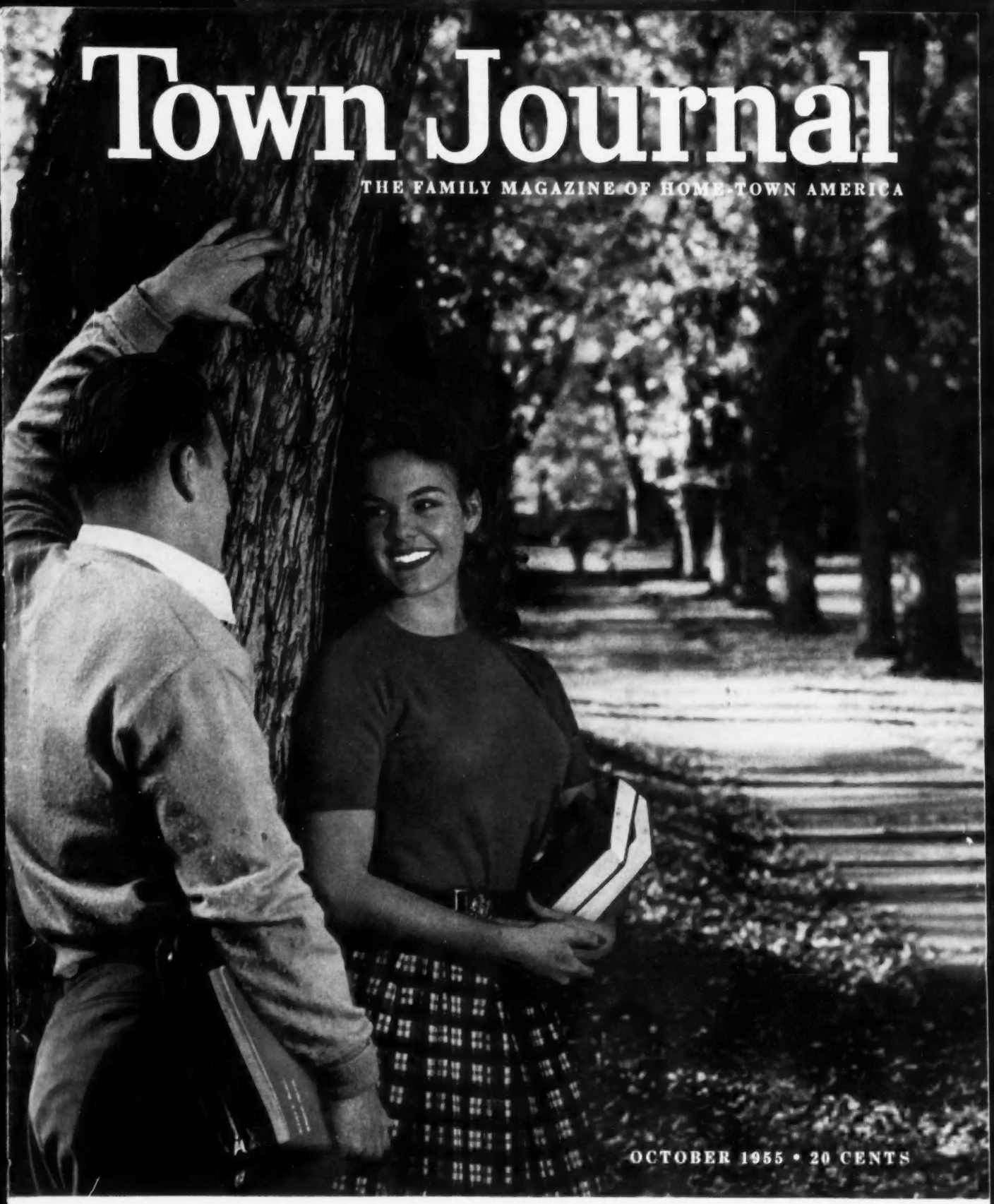
Town Journal

THE FAMILY MAGAZINE OF HOME-TOWN AMERICA



OCTOBER 1955 • 20 CENTS

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SALVAGING GIRDERS FROM RIVER BED—At the wrecked Naugatuck River Bridge of the New York, New Haven and Hartford Railroad at Waterbury, Conn., girders are being salvaged from the river bed. We rushed approximately 500 ft of wire rope to Waterbury for this operation.

NEW BRIDGE ON PENNSYLVANIA'S ROUTE 11—This emergency bridge will carry Route 11 over Spring Brook Creek, south of Scranton. The new bridge is being built with Bethlehem H-piling and structural steel.

Steel Rushed to Flooded Areas Aids Reconstruction Task

Even before the flood waters that followed Hurricane Diane had started to recede, we began to receive urgent calls for steel. Soon it was clear that immense quantities of steel would be quickly needed to relieve human distress and restore normal life and activities.

NEW BOX CULVERT FOR BOSTON AND ALBANY R. R.—When dams gave way near Springfield, Mass., the torrent washed out high railroad embankment. Note tracks (arrow). Bethlehem rushed 280 tons of steel reinforcing bars for new culvert, shown in foreground.

We saw that we could meet the acute need only by breaking into production schedules and utilizing the full facilities of Bethlehem plants and mill stocks. We were sure that any of our customers whose orders might be affected would approve our course.

So within a few hours the initial emergency shipments were on their way. Thousands of tons of structural shapes, piling, reinforcing bars and rails were rolled and rushed to the stricken areas. In some cases steel was rolled and shipped within hours after receipt of the order.

All major Bethlehem plants in the East have shared in meeting the flood emergency. Our plant at Bethlehem, Pa., largest producer of structural shapes in this country, was itself a flood casualty, but as the plant got back into operation its output also was made available to help in repairing flood damage.

But the task was one in which many companies shared. In this emergency, as in many another, in peacetime and in war, the steel industry has always been prepared to pitch in and deliver the materials needed to serve the national interest.

BETHLEHEM STEEL

BETHLEHEM STEEL

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Formerly Pathfinder • Member Magazine Publishers Association

OCTOBER, 1955

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The family magazine for hometown America

Our cover shows Jean and Jerry Carroll, who—like many others on college campuses these days—are married. Walter S. Shostal, who made the picture at the University of Colorado, tells us that Jean was Miss Colorado in a recent Miss Universe contest. **You'll want to read** *Sinclair Lewis Wouldn't Know the Place.* We wondered whether Sauk Centre, Minn., was still the kind of town Lewis ridiculed in *Main Street* 35 years ago; so we sent Russell Lord to see. His report, starting on page 27, is an eye-opener. **The Gal Who Defied Dior** (page 32) is the story of the "American look" in dress design—and it's not just for women readers.

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THREE TELEPHONE PIONEERS from different sections of the country are shown here. They are Robert C. Price of Williamsport, Pennsylvania; Mrs. Marguerite T. Burns of Minneapolis, Minnesota; and Melvin F. Held of St. Louis, Missouri. Shown also are the emblems of the two Pioneer associations.

They're Telephone Pioneers

Experience and fellowship of long-term telephone men and women are important factors in good telephone service

Robert C. Price, Mrs. Marguerite T. Burns, and Melvin F. Held, shown together here, are Telephone Pioneers.

They are representative of the more than 180,000 men and women who belong to two big and important organizations in the telephone business.

These are the Telephone Pioneers of America and the Independent Telephone Pioneer Association.

These two organizations are composed of employees who have spent many years in the business, their average service being well over 21 years. About one out of every four telephone people in the Bell System and independent telephone companies in the United States and Canada is a Pioneer.

Each day the active, working Telephone Pioneers bring over 3¾ million years of "know-how" and experience to the job. Equally important is their spirit of service that is so important a part of the telephone business.

By sustaining and nourishing this spirit, they help to insure its continuance and provide a solid foundation for greater progress to come.

The fast, courteous, low-cost telephone service you enjoy today is due in no small measure to the men and women who wear the proud emblems of the Telephone Pioneers.

BELL TELEPHONE SYSTEM

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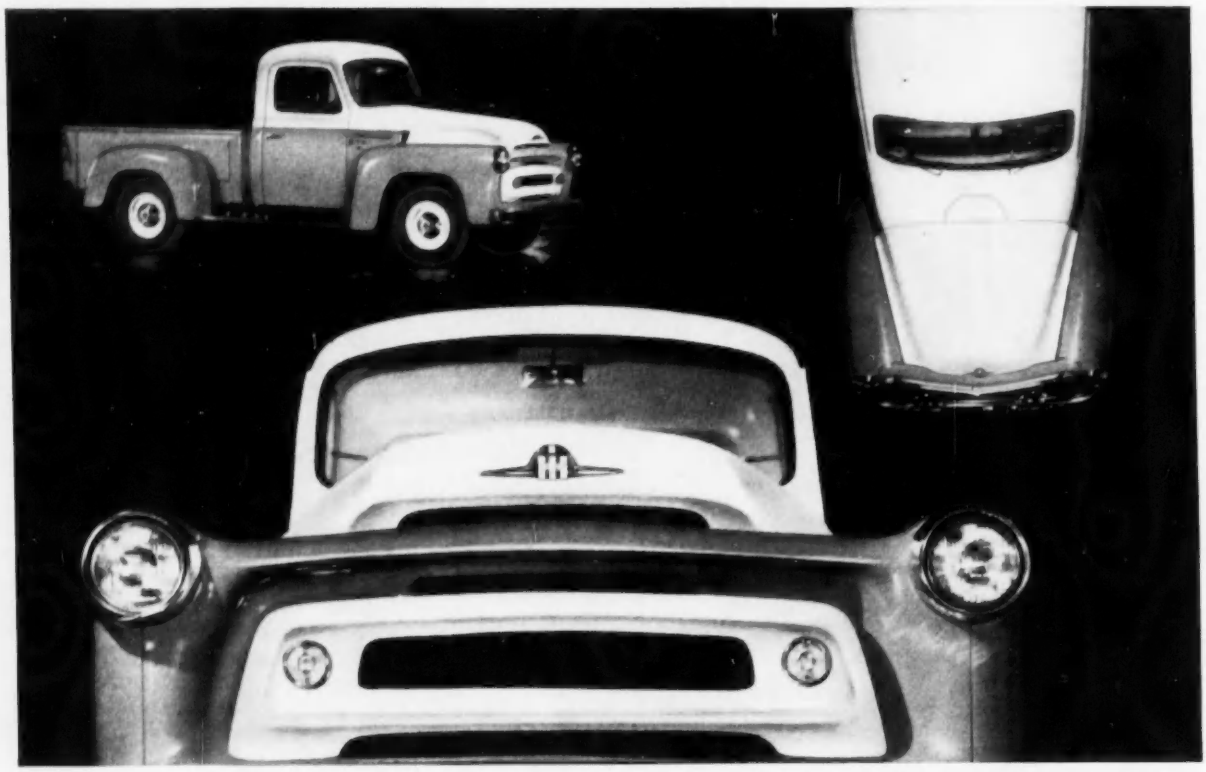
new Internationals!



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Driver designed for real comfort!

They give you real comfort, too! They're driver-designed to let you work longer without fatigue. Loaded with performance and handling features that make hauling jobs easier.

More usable horsepower for BIG money savings!

These great INTERNATIONAL trucks offer more horsepower — develop their power for sustained operation at lower, more economical engine speeds. They're *all truck* with no passenger car engines or components asked to do a truck job. That saves you the BIG money — the over-the-years operating and maintenance money. Drive them today, at your INTERNATIONAL Dealer or Branch.

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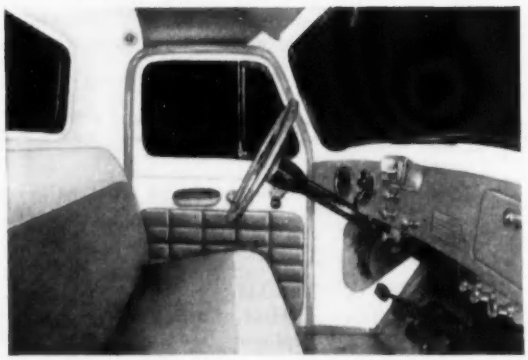
New INTERNATIONAL "S-line" includes light, medium and heavy-duty models from 4,200 to 33,000 lbs. GVW, with 10 gasoline and LPG engines, every modern truck feature.



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Straight from Washington:

NO ONE CAN SAY POSITIVELY WHETHER PRESIDENT EISENHOWER WILL RUN AGAIN, as this goes to press. But the likelihood that he will not brings confidence to the Democrats, consternation to Republican leaders. If Ike is to be counted out of the race, it affects both parties, the shape of the campaign and the outlook in Soviet-American relations.

THE EFFECTS ON THE 1956 ELECTION: Until sickness hit the President the Republicans were confident of easy victory with Mr. Eisenhower. The prospect is now one of great uncertainty. The obvious candidates do not seem to have the needed maturity or national stature; also, each is too closely identified with the Conservative or Liberal wings of the party. Many Republicans would like to nominate a lesser-known candidate completely pledged to Eisenhower's middle-of-the-road policies.

EFFECT ON THE REPUBLICAN NOMINATION: Dark-horse candidates will certainly gain a hearing. Among them--all strong Eisenhower supporters--would be Treasury Secretary George M. Humphrey, Governor Christian Herter of Massachusetts, Paul G. Hoffman and Milton Eisenhower (Ike's brother, President of Pennsylvania State University). Name of Chief Justice Earl Warren, who avowedly left politics, will enter the picture.

EFFECT ON THE VICE PRESIDENT: Richard M. Nixon will be the front-running candidate among the top party regulars. No Vice President has ever been kept so thoroughly abreast of inner White House policy as Nixon, or ever had such a chance to demonstrate his abilities. Mr. Eisenhower planned it that way. But his nomination is far from assured. He will have hard competition from Senator Knowland and Governor Knight, both from his home state. It will be argued that he is too young, unable to attract independent votes.

EFFECT ON DEMOCRATIC NOMINATION: The pot will boil. Everybody will want in, now that the Democrats will be nominating a possible president, not a candidate just to go through the motions. Best political judgment is that it will help the cause of Adlai Stevenson. Senator Kefauver will go into the primaries hard. Governor Harriman may now not even try since he is pledged to support Stevenson as an active candidate.

THE REPUBLICANS WOULD REALLY LIKE TO RUN AGAINST TRUMAN NEXT YEAR --the way the Democrats ran against Hoover election after election, whether the Republicans' nominee was Landon or Willkie or Dewey. One GOP professional has suggested that the Republicans ought to volunteer to pay for Mr. Truman's television and radio time on the ground that his slam-bang, give-'em-hell speeches make votes for their side.

WASHINGTON PRIVATELY WELCOMES PERON'S OUSTER. It feels he was bringing Argentina to economic disaster by expensive social welfare measures its economy could not support. It hopes that in due course free elections will be forthcoming, freedom of the press restored, political parties allowed to function and foreign capital encouraged to help build the country, but it will be a slow process. A friendly, democratic Argentina would strengthen both New World and Free World.

SECRETARY OF AGRICULTURE BENSON HAS FINALLY HAD A CRAW-FULL of taking the rap on lower farm prices. "Sure it's a problem--I'm as unhappy as anybody about it and intend to have some specific suggestions for the next Congress. But don't blame this Administration for it." Those are his sentiments, if not his exact words.

HE INHERITED THE MESS FROM THE DEMOCRATS, whose 90% rigid support prices piled up the surpluses. Prices started down back then, and went down more in the closing months of the Brannan regime than they ever have since.

FURTHERMORE, LABOR AND BUSINESS HAVE WIDENED THE SPREAD between what farmers get and what consumers pay, the Secretary declared in his recent New Orleans speech. Labor has got its wage increases and some businesses have piled up profits while farmers "have paid virtually the entire cost of moving agricultural products to the ultimate consumer."

THE SECRETARY WANTS TO HEAR ANYBODY'S IDEAS on what can be done, but says he won't be stampeded into believing that the program "which got us into this situation will get us out." The Secretary has been taking it on the chin; from here on you can expect him to hand it back.

PROJECTED CUTS IN DEFENSE SPENDING ARE BEING HELD UP. There are two reasons: (1) They would seriously undermine basic military programs such as the 137-wing Air Force; (2) Eisenhower had not wanted to decrease our military strength until we see whether the Big Four Foreign Ministers' meeting in Geneva next month gets anywhere.

TREASURY SECRETARY GEORGE M. HUMPHREY IS DETERMINED to get the Federal Government in the black in the next six months. He wants economy over defense if further defense-cutting is necessary to make the savings. He sees a balanced budget as vital to our continued economic strength.

WE'RE WARY OF THE SOVIET SMILE. Negotiations will be harder without Eisenhower taking a robust part. Secretary of State Dulles is publicly hopeful, but doubts privately that the Soviets are ready to settle any major issue of the cold war. (See: the Russians may be more dangerous than ever, page 10.)

MOSCOW TALKS SWEETLY BUT SPURNS REAL NEGOTIATION. Take three concrete issues: Will the Kremlin permit German unification? Yes, if we'll dismantle NATO and abolish the North Atlantic Treaty. Will the Soviets disarm? Yes, if we don't insist that the inspection system be too good. What kind of European security system would Moscow like? Most anything so long as American troops are taken out of Europe.

POST-GENEVA REALISM IS GAINING IN WASHINGTON. The wide gulf between Soviet objective and Western objective is becoming increasingly visible. Growing judgment is that Soviets want freedom from tensions of cold war with no intention of resolving any of the causes. We would welcome freedom of tensions in order to resolve some of the causes.

HAS RUSSIA ALREADY WON ALL IT WANTS? That's the question disturbing many Washington officials. Russia, it is believed, needed some relaxation in order to cope with internal difficulties. She has apparently got it for next to nothing.

KREMLIN WANTS TO MAINTAIN THE STATUS QUO IN ATMOSPHERE OF EASE. No freeing of the satellites; no unification for Germany; no real peace in Korea. We want to alter the status quo but only by peaceful means. It now looks as though superficial good will is the best possible instrument of Soviet policy.

NO APPEASEMENT; NO WAR—THAT WILL BE THE ATTITUDE WHICH DULLES will take to the upcoming Geneva meeting of the Big Four Foreign Ministers and in any subsequent conference with the Chinese Communists. We will press for a cease fire agreement in the Formosa Straits, but will not discuss Formosa itself unless Nationalist China is present.

RECOGNITION OF RED CHINA IS NOT IN THE CARDS in the foreseeable future. Such a step would have to rest on two conditions: (1) turning the Korean truce into a peace settlement with unification of Korea through free elections; (2) solid commitments by Red China against further aggression or subversion elsewhere in Asia.

More Newsfront on following pages

It's a Goodyear Truck Tire—

It's built with 3-T Cord—

it's yours at a passenger tire price!

Look for this sign; there's a Goodyear dealer near you

No one has to tell you about Goodyear truck tires. They carry more tons, the world over, than any other make—proving again and again that truck operators find them the best buys!

But 3-T CORD is something new. It's the result of Goodyear's 20-year fight to lick "CORD FEVER," a characteristic that shortens the lives of *all* makes of truck tires. "CORD FEVER" saps the strength of tires, robs you of full mileage!

Goodyear won the fight. Goodyear's new, *exclusive* 3-T process ends "CORD FEVER,"—gives Goodyear truck tires extra-long-lasting muscle that saves you plenty!

Here's what America's truckers say about 3-T CORD Goodyear tires after millions of miles on every type trucking job:

Bruise breaks, heat blowouts—practically things of the past!
Excessive stretch, flex failure, ply separation—virtually ended!
Longer mileage—more recaps—because body lasts longer!
Fewer road delays—takes loads better!

Isn't such strength and durability bound to cut *your* trucking costs, too? And since Goodyear's 3-T CORD HI-MILER RIB is priced as LOW as any tire fit for your trucks—why not see your helpful Goodyear dealer RIGHT NOW? Goodyear, Truck Tire Dept., Akron 16, Ohio.

BUY AND SPECIFY

GOODYEAR

Hi-Miler—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

MORE TONS ARE HAULED ON GOODYEAR TRUCK TIRES THAN ON ANY OTHER KIND

NEWSFRONT

The Russians may be more dangerous than ever

U.S. ARMY

We could beat them today, General Gruenther tells TOWN JOURNAL, but will the "smiling" campaign paralyze NATO?

BY JIM SNYDER

WE'VE poured billions of tax dollars into European defense. We have five divisions of American boys in the NATO army over there now.

Has it brought us any security yet?

Could we beat the Russians if we had to fight a war in Europe today?

And what's the prospect ahead? Are our allies about to wreck NATO by pulling out their support in the happy belief that the Russians have changed their aims?

And can *we* relax, bring the boys home, and cut down foreign military aid so we can enjoy a further tax cut?

These are some of the questions I recently took with me to NATO headquarters in the Paris suburb of Marly le Roi, and asked elsewhere in Europe and back in Washington in special interviews for TOWN JOURNAL. AT NATO, in a pre-fab building flanked by the flags of 15 nations, I met the one man responsible for the co-ordinated defense of Europe, America's General Alfred Maximilian Gruenther, Supreme Commander of the Allied Powers in Europe, and I asked him these questions.

General Gruenther has had the task, since 1953, of trying to build a respectable fighting force that could stem an all-out Russian attack if one should come.

How does the Communist strength stack up that he might have to face?

"They now have more than 2½ million men—well led," says Gruenther. "We can get very slight consolation by saying the forces on our side, division for division, are superior, because that is not true.

"They have an air force of approximately 20,000 operational planes. On the naval side, they are concentrating on submarines; they now have about 350." When the Germans started the last war they had fewer than 75 submarines.

To these Russian forces, Gruenther must add the growing satellite armies in Europe—increased since 1951 from 50 to 80 divisions and newly equipped with 2,000 to 3,000 planes.

Against these formidable numbers stands the leaner might of 15 NATO countries. Until recently, at least, Gruenther had about 100 divisions in varying stages of effectiveness, numbering some 3,100,000 men, some 6,000 modern fighting airplanes, and an adequate fleet of warships (four times as much strength as in 1951, when Gruenther arrived as No. 2 man under General Eisenhower). He also has atomic weapons that go far toward evening things up.

How would the two sides stack up if war should come suddenly—say right now?

"We could defeat the Russians as of today, with our strategic air power and atomic weapons," General Gruenther said. "But I make no predictions as to how long our superiority will last." The reasons for the latter qualification will be obvious as you read on. They involve not only what the Russians do, but what our allies do and what we do from here on.

The General's strategy has been to "build a shield." If the Allies can erect a strong air and ground shield, he reasons, the enemy must concentrate his forces in order to break through. We could then hit these heavy enemy concentrations with atomic bombs and atomic cannon. The power of our atomic weapons would offset the Soviets' huge advantage in manpower.

So much for the present, but what of the future?

According to the NATO commander there are two strategic "musts" for his long-range plan: (1) a German military contribution; and (2) continued ability of the Allies to use their atomic weapons.

The Soviets have sought to block us on both counts. They have been "putting the heat" on the German Chancellor, Konrad Adenauer, in recent Moscow

Tree stump torture test fails to damage

GOODYEAR'S NEW 3-T NYLON CORD TUBELESS TIRES

Here's a test to shiver your timbers! We equipped the car you see above with new 3-T Nylon Cord tubeless tires — then told the driver to try to wreck those tires in an 8-hour run over this stump-studded timber tract in the Pacific Northwest. What happened? Naturally, we scuffed these tires up a bit, but didn't find a single broken cord.

There's a big difference in tire cord! Only Goodyear offers you 3-T Nylon!

Nylon, pound for pound, is stronger than steel. And Goodyear gives you miracle strength 3-T Nylon Cord.

Because of Goodyear's exclusive, patented 3-T process, Goodyear Nylon Cord is integrated with improved rubber compounds under Tension, Temperature and Time to produce the most durable tubeless tire carcass ever made.

Result: You get real protection against blowouts and puncture flats.

See the stronger, safer 3-T Nylon Cord tubeless tire at your nearby Goodyear dealer's today. It will fit your present wheels, and your Goodyear dealer will buy all the unused mileage in your present tires.

This great new tread is also available in a 3-T Nylon Cord tire that uses a tube. See it at your dealer's soon. Goodyear, Akron 16, Ohio.

More people ride on Goodyear tires than on any other kind!

GOODYEAR TIRES

NEW 3-T NYLON CORD TUBELESS TIRE

by GOODYEAR

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Super-Cushion, T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

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Switch now at this sign . . .

SOUND YOUR Z
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parleys, to withdraw from NATO, and they have been trying to mobilize world opinion against use of atomic weapons on the basis that they would kill "women and children" and other civilians (as though all warfare did not do that).

But there are other big "ifs." While General Gruenther couldn't talk about them, he is quite aware that there are weaknesses in his "shield."

1. Faced with grave disturbances in North Africa, France's first reaction was to withdraw several divisions from NATO forces and bundle them off to the trouble spot. If Gruenther can't count on continuity of each country's contribution to the common defense in Europe, if these forces are to be subject to quick withdrawal at the sign of trouble elsewhere, he can never know whether he has a shield—or a sieve.

2. Every Western military leader agrees that there can be no effective defense of Europe unless German troops are a part of that defense. West Germany's military participation has been voted in principle by the *bundestag* but only a few volunteers have thus far been authorized. There is still no sure time table when substantial and trained German forces will be ready.

3. And will Germany's partnership in NATO be durable? It will be as long as Adenauer is Chancellor but he is nearly 80 years old and there can be no foretelling how faithfully his successor will follow in his footsteps. It seems clear that Moscow hopes to wait out Adenauer, keeping reunification of Germany dangling in the future, in the hope that the next Bonn government will be tempted to buy unification by giving up the NATO alliance. The end is not in sight.

4. The mellow—probably artificially mellow—after-glow of the "summit" meeting is causing several of the financially pressed European Governments to hint at an early reduction of their NATO forces. Britain's Eden is chiming in. In Washington there is suggestion that another billion cut in U.S. defense spending would nicely balance the budget just before elections. This trend could snowball. If it does NATO could soon become a thing of paper.

NATO now faces the danger of its success, as General Gruenther frankly puts it. It has built a strength which has forced Moscow to pause, to sit down, to appear to be ready to talk things over. But nothing has thus far been settled and if the West permits NATO to be weakened, the Russians won't have to settle anything—except on Soviet terms.

General Gruenther emphasizes that the West will need the spiritual conviction, the resolve, to match a Soviet fanaticism that will be very hard to beat. He points to a picture on his desk to illustrate what he means.

"Mrs. Gruenther and I have two sons. One of them served as a captain in the Korean War. He started at Inchon and moved up within two miles of the Yalu. In that march his company never moved more than 500 yards forward without powerful air support. On the other side, the Communist air support was zero—literally zero. To the Communists, this difference meant tremendous casualties—five, six, seven to one, *but they came on.*

"That is the type of competition we are up against. We can only match it by a dedication to our own ideals."

Are the Soviets softening this fanaticism? Have they really had a change of heart? Are we in for an era of peace? Gruenther hopes so—but:

"I think until we get proof that there is substance behind the peace offer we can do nothing but continue to move ahead in our program. We must not drop our guard."

How effective are the new leaders of Russia?

"*The present Russian leadership is more dangerous and insidious than Stalin,*" he says. "We could always count on Stalin to do something to put us on guard whenever we started to relax. But the present smiling campaign is going to cause us a good deal of trouble."

Therefore, Gruenther holds, *the next few years will be the most difficult because the Western world will be tempted to ease up on defense.*

Will Uncle Sam have to continue a foreign aid program?

"If after a very careful appraisal of the economic situation, we decide that our friends cannot keep up this heavy load of armaments without outside help—*and my belief is they cannot*—then it is to the interest of the United States to continue to give support. We need Europe as much as Europe needs us. We are there because it is our best way to defend the U.S."

Taking a long look ahead, he says, "We face a very tough opponent. Our foe is as unhurried as he is relentless. Nonetheless, I firmly believe we can defend Western Europe if the 450 million people of the NATO countries will believe in the organization, and maintain stout-hearted courage in the face of the alluring blandishments."

As he finishes giving his views, General Gruenther draws his visitor's attention to the flag beside his desk. It is the deep green standard of his SHAPE command. Its motto sums up Gruenther's—and the free world's—job. "Vigilance is the Price of Liberty."

End

Your cigarette may taste very pleasant and cool. But the temperature at the lighted end is from 800° to 1200°F. Is it any wonder that careless smoking or handling of matches causes 1 out of 4 fires? Be careful about how you hold a cigarette—where you put it down. Have plenty of ash trays in your home and office. *Use them.*

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Man Who Saves You Money and Headaches

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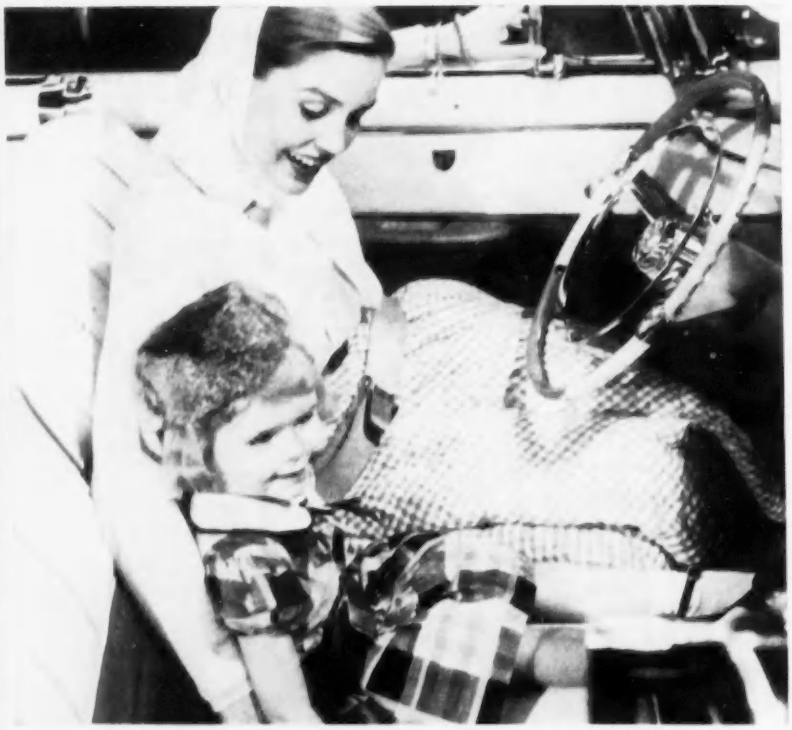
Follow these time-tested rules:

CONSULT YOUR AGENT OR BROKER

THINK FIRST OF THE AETNA

The real facts about those new seat belts



BUCKLE MFG. CO.

AN "EXTRA" FOR SAFETY. If you think kids resent being strapped in, or that belts are uncomfortable, brace for a surprise.

YOU'LL hear a lot this fall about seat belts for cars. Already, it's known that these airplane-style safety straps will go into several '56 models—Ford, Chevrolet, Plymouth, Dodge, Mercury, DeSoto, Buick, Lincoln, Chrysler, and Imperial—as optional equipment. By year's end, expect every make to offer them.

Just how much protection will these belts *really* give you? Should you keep them fastened all the time—or just when you're driving fast? Will they fit in older-model cars? People are asking these questions and others, mindful that only three types of disease—heart, cancer and circulatory—kill more Americans than auto accidents. So TOWN JOURNAL went to top safety experts for answers.

John Moore, a brilliant and urbane pathologist at New York's Cornell University Medical College, has done the most probing in this field. His Automotive Crash Injury Research Project studies about 2,000 injury-producing accidents a year. On safety belts, Moore speaks bluntly: "*In the light of present knowledge, the belt is the single most important device you can put in your car to protect your life.*"

How could the belt save you? "By packaging you," Moore replies. "You pack eggs into an egg carton because the cardboard separators keep them from rolling around and breaking. The safety belt does the same thing. The automobile is a relatively good safety package—but a belt makes it better."

The belt, says Moore, stabilizes the passenger in a wreck, keeps him from catapulting into highly dangerous things like protruding rear view mirrors or sun visor fittings.

Moreover, a belt sharply reduces the possibility of ejection through a sprung door (as do the new safety door latches being put in most cars). Staying inside the car gives you a 2-to-1 better chance of escaping serious injury, Moore discovered from accident reports.

But what if a car catches fire? Couldn't that brief delay in unfastening your belt cost your life? The odds are against this, says Moore. For one thing, less than 1% of the injury-producing wrecks he's studied ever caught fire. What's more, in better than 9 out of 10 cases where fire did occur, there was some "traumatic condition." In other words, being knocked unconscious probably did it; safety belts might have prevented that.

In which seat does the belt give most protection? "In the rear one," Moore replies. "With a belt there, you're unlikely to strike even the back of the front seat.

"A belted child in the front seat would probably not hit anything either, being short. An adult front-seat passenger, on the other hand, might strike his head against the dashboard. But even here, with a belt, the full weight of the body won't figure in the blow.

"As for the driver, he would find it easier with a belt to brace himself and would normally avoid ejection from the car. He'd still face danger from striking the steering post, however."

Safety experts have experimented with shoulder harnesses to protect the driver from the post. But they're uncomfortable (unlike the belts, which cut fatigue by taking over for muscles in the legs and buttocks). As an alternative, some '56 cars will offer a shock-absorbing steering wheel (See: Looking Ahead, page 111.)

How often, and how snug, should you wear a belt? "Wear one all

The best-tasting cigarette you ever smoked!

TIME FOR A CHANGE! Time to enjoy better taste! Time to light up a Lucky! A Lucky tastes better, first of all, because Lucky Strike means fine tobacco. Then that tobacco is *toasted*. "*It's Toasted*" to taste even better . . . cleaner, fresher, smoother. So make a change for the better—better taste, of course. Next time you light up, light up a Lucky.

"IT'S TOASTED" to taste better!

LUCKIES TASTE BETTER – *Cleaner, Fresher, Smoother!*

©A. T. Co. PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

she wears water "by the yard"

To dress Mr. and Mrs. America our textile mills use as much water as our steel or chemical industries. Other industrial uses lift water consumption to an alarming high—over 100 billion gallons daily!

Yet rainfall remains constant. Erosion spreads. And population swells by 3 million yearly.

Will we have enough water for the future?

A lot depends on *you*. Conserve water where you can. Cooperate with your water officials. Support their forward-looking plans. Sponsor adequate water rates. America's No. 1 Problem—water—is your problem, too. Cast Iron Pipe Research Association, Thos. F. Wolfe, Managing Director, 122 So. Michigan Avenue, Chicago 3.

Man's most dependable carrier of water—Cast Iron Pipe

This cast iron water main laid in 1847 still serves Boston, Mass. Modernized Cast Iron Pipe, centrifugally cast, is even tougher, stronger. Cast iron's proved record of long, trouble-free life saves your tax dollars.

WATER, your priceless heritage . . . use it . . . enjoy it . . . protect it with

CAST IRON PIPE

CAST IRON

the time," urges Moore, "not just for fast driving. That way, fastening it becomes instinctive." Another factor: most injury-producing accidents, according to Cornell findings, occur at speeds of less than 40 mph.!

Don't fasten your belt so tightly that it's uncomfortable, the experts recommend. But don't allow more than 4 inches of slack either. "It's like getting punched by Rocky Marciano," suggests Moore. "From 4 inches, he can't hit you as hard as he can by swinging from 8 or 18 inches away."

Some parents may doubt that their energetic small fry will consent willingly to wearing the belts. But Moore says kids love them. "Remember, they're reared in an age when TV heroes like *Space Cadet* and *Captain Video* routinely fasten safety belts for rocket flights. My kids make a game of doing the same in the car."

Are all belts equally good? No, safety researchers have found. Some 46 companies now make belts, and only a few make them right. Look for one which is 2 to 4 inches wide; fits over the hips and pelvic region (not over the stomach or legs); is anchored to the car's frame (not just to seat); and fastens around one person (not around all the passengers on a seat). The angle from the point of attachment on the car to your hip should run about 45 degrees.

Make sure you can release the fastener easily. And don't buy a belt with a "loop strength" of less than 3,000 pounds per person; that's sufficient to anchor a 200-pound man in a severe head-on collision.

You can put a seat belt in most older cars satisfactorily, though you may need to cut through the seat back.

You'll find good belts in the $25 to $35 per seat price range; installation may cost $5 or so. Prices are coming down, now that big auto-makers are getting interested.

Will people buy the belts and wear them? Illinois now requires that new cars sold in the state be equipped for easy seat belt installation; similar legislation is under consideration in California, Colorado, Pennsylvania, New York, Wisconsin, and Iowa. One bill has even been dropped into the hopper of the U.S. Senate. But in the end, the question is: Will the public take to them?

TOWN JOURNAL put that question to L. L. "Tex" Colbert, president of Chrysler Corp. "I don't know about the public in general," he replied, "but I do know one man who will have belts on his '56 car and will use them full time. That's me!"

How many Americans do the same may determine just how much we can reduce our auto death toll, now running 30,000 to 35,000 fatalities a year. "Isn't that," says safety man Moore, "an experiment worth trying?" **End**

Family bankbooks get used to surprises! You *redouble* your pleasure in living, with planning that takes expenses in stride!

For example . . . when you buy a new car "on time", plan ahead! Remember, the more you pay down, the more you safeguard your car investment, the smaller your monthly payments can be, and the sooner you can reach ownership. And ask your General Motors Dealer who uses the GMAC Thrift-Guard Plan about its *extra* benefits that forestall time-payment worries. They permit flexible assistance if your circumstances should change. They can protect you in emergencies wherever you travel in the United States and Canada, through over 270 GMAC offices.

Suppose you suffer loss or damage to your car on the highway far from home. General Motors Dealers everywhere can speed prompt adjustment service to prevent costly delays!

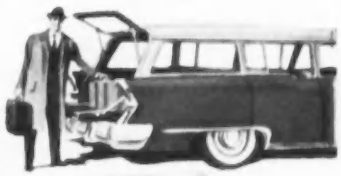
All GMAC Thrift-Guard Plan benefits help you plan against budget upsets. Here is *full* financing value, arranged on safe, thrifty, comfortable terms to make your car purchase a pleasure!

GMAC
GENERAL MOTORS ACCEPTANCE CORPORATION
TIME PAYMENT
PLAN

The Plan that has helped Millions buy cars "on time"

IT PAYS TO FINANCE WHERE YOU BUY YOUR CAR
• ASK YOUR DEALER in CHEVROLET • PONTIAC • OLDSMOBILE
BUICK • CADILLAC new cars, and used cars of all makes;
also FRIGIDAIRE • DELCO APPLIANCES • GM DIESELS

GENERAL MOTORS ACCEPTANCE CORPORATION



What's New in Colgate Dental Cream that's MISSING-MISSING-MISSING in every other leading toothpaste*?

It's GARDOL—To Give Up To 7 Times Longer Protection Against Tooth Decay . . . With Just One Brushing!

Morning brushings with Colgate's help protect all day; evening brushings all night. Because the Gardol in Colgate's forms an invisible, protective shield around teeth that lasts 12 hours *with just one brushing*. Ask your dentist how often to brush your teeth. Encourage your children to brush after meals. And *at all times*, get Gardol protection in Colgate's!

*THE TOP THREE BRANDS AFTER COLGATE'S.

No other leading toothpaste can give the 12-hour protection against decay you get with Colgate's with just one brushing!

CLEANS YOUR BREATH while it GUARDS YOUR TEETH

Talking it over

Cold war that never stops

BEFORE midnight tonight, 30 persons, now alive and well, will be dead—because of their own or others' carelessness. Some of the 30 will be men, some women, some children.

Before midnight tonight, 60 other persons will be injured, some disfigured for life, because of their own or others' carelessness.

That is the average daily toll in the United States of the fire demon, the enemy who never sleeps, who continually, 24 hours a day, wages a "cold war" against you and your family, waiting for you to lower your guard.

Unfortunately, this enemy's patient waiting is too often rewarded, for we are the most careless nation in the world. Just how careless can be realized when we ponder the shameful statistics: 12,000 people killed annually by fire and more than twice that number injured, about 300,000 homes destroyed by fire each year, and in addition, almost 50,000 stores, 30,000 factories, 10,000 hotels, 12,000 restaurants and taverns, 27,000 garages and filling stations, 2,600 churches, 2,400 schools, 1,200 hospitals and institutions!

It seems incredible, and it's a record to be ashamed of. To make the record even worse is the knowledge that nine out of ten of these fires need not have happened. They could have been prevented by simple precautionary measures.

October 9 to 15 has been designated by the President of the United States as Fire Prevention Week. This annual campaign is designed to alert the people to the constant threat of fire, and to urge them to exercise the care and preventive measures necessary.

Eliminate from your home those hazards that might mean death for you and your loved ones. Get rid of accumulated trash, in basement, attic and such out-of-the-way places. Check the cords on your lamps and electrical appliances and replace any that are frayed. Have the wiring system in your home checked to be sure it's safe. Keep a supply of fuses on hand; never use a penny or other substitutes when one burns out.

Don't bring gasoline or other inflammable liquids into your home for cleaning or other purposes. Keep matches where children cannot reach them. Never, never smoke in bed—you may never wake up.

If everyone would follow these and other simple safety measures, and make *every* week a Fire Prevention Week, much of the terrible loss of life and property would be prevented. Isn't it worth trying? Aren't *your* family and home worth this little effort?

Graham Patterson
PUBLISHER

"Anyone can cook like an expert with this new WIZARD...

...and it saves up to 39% on gas!"

New "Simmer-Save" burners make such a difference! No more hot, wasteful high flame cooking for you...no more continual "pot watching", either. Because now Wizard's amazing "Simmer-Save" burners maintain *any* cooking heat with just a tiny center flame! (Food *quickly* cooks to its peak of good flavor on far less gas.) Famous Robertshaw oven heat control. Illuminated backguard with twin outlet plugs. Lifetime porcelain enamel finish. Only **$159.95**

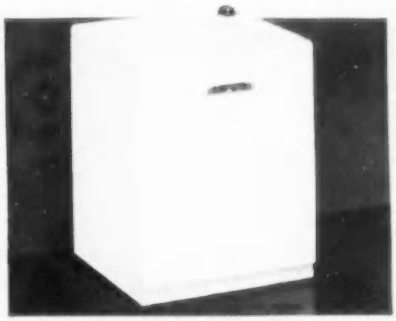
See complete line of new Wizard gas and electric ranges, as low as $89.95. Easy terms!

Wizard 30" Gas Range. A real space-saver...yet "king-size" oven holds two big turkeys! Electric clock with Minute-Minder timer. **$149.95**

30" Electric Range (2J6553) $199.95

Full-size Wizard Electric Range has 7 pos., hi-speed Monotube burners. Extra deep 2-piece smokeless broiler. 37" wide. Top value! Only **$159.95**

Makes washday a matter of minutes! New Wizard Deluxe is fully automatic—from "fill-to-finish". Patented "Weigh-Fill". Flo-matic balanced tub. Deep overflow rinse. Fluid drive. **$259.95**



New Wizard "Two Stage" Automatic. (1) Set for wash...it washes clothes and spins out dirty water, soap. (2) Set for rinse...it rinses and spin-dries! Washes big 9-lb. load. **$179.95**

Fully timed wash cycle. Wizard Semi-Automatic has new Lovell "Dual Range" wringer, central control panel, fast drain pump. Custom model (Illus.) **$149.95**
Wizard DeLuxe (2J932) white **$139.95**

"It's a wonderful **WIZARD**"

...chosen by 2,500,000 families over all other brands.

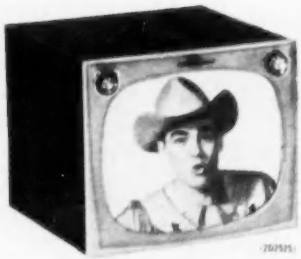
SOLD ONLY AT

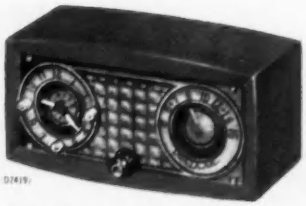
Western Auto

STORES & ASSOCIATE STORES

NOTE: In some areas of the U.S., Hawaii, Alaska, and Mexico, prices slightly higher. Western Auto Associate Dealers own their stores, set their own prices, terms and conditions. (1195)

FOR THE FAMILY





$3.00 discount on Truetone Deluxe Clock Radio! 3-in-1 combination: long-range radio; alarm clock; automatic appliance timer! White, red, ebony. Reg. $35.50 . . **Sale $32.50**

NEVER BEFORE SUCH HUGE SAVINGS ON THESE LUXURY TRUETONES . . . CHOSEN BY 3,000,000 FAMILIES OVER ALL OTHER BRANDS!

$20.00 discount on new Truetone 21" TV console! Clear, sharp "Movie-Screen" viewing. Automatic picture stabilizer. Bleached mahogany, brass-tipped legs. Reg. $219.95 . . . . . **Sale $199.95**

Other 21" consoles as low as $189.95

Reduced $10.00! Truetone 21" table model. Reg $159.95 . . . **Sale $149.95**

Other table models as low as $139.95

Save $2.00! Truetone 3-Speed Portable Phono. Reg. $24.95 . . . . **Sale $22.95**

Save $5.00 on new Truetone 6-tube Table Radio! Powerful, sensitive reception . . . easy "Thumb-Wheel" tuning. Extra strength chassis. Mahogany finish. Reg. $29.95 . . . . **Sale $24.95**
Gray finish. Reg. $31.95 . **Sale $26.95**

"Family Days"

YOUR CHOICE 66c

Values to 85c

(A) **Rim Wrench.** Reg. 79c. Save 13c! Forged Carbon steel. Fits all wheel nuts.
(B) **Hack Saw.** Reg. 77c. Save 11c! Sturdy 8" blade. Cuts metal, wood, plastic.
(C) **Hand Sander.** Reg. 82c. Save 16c! Cushion between block and sanding strip.
(D) **Compass Saw.** Reg. 82c. Save 16c! Replaceable, rustproof steel blade.
(E) **9" Monkey Wrench.** Reg. 85c. Save 19c! Moveable steel jaw. Rust-resistant.
(F) **Folding Rule.** Reg. 79c. Save 13c! 6 ft. length. Accurate. Graduated in 1/16".

FOR DAD

YOUR CHOICE 79c

Values to $1.00

(A) **Tool Box.** Reg. 95c. Save 16c! Sturdy steel construction. Secure catch.
(B) **Utility Knife.** Reg. 98c. Save 19c! Cuts linoleum, leather, etc. 5 extra blades.
(C) **"Power-Grip" Pliers.** Reg. 98c. Save 19c! Greater leverage, gripping power.
(D) **Mechanic's Saw.** Reg. 89c. Save 10c! Tempered steel blade. Properly balanced.
(E) **Punch & Chisel Set.** Reg. 99c. Save 20c! Taper, center, pin punches; cold chisel.
(F) **Two 6-ft. Steel Tapes.** Reg. $1.00 value. Save 21c! 1 for kitchen; 1 for shop.

YOUR CHOICE $1.49

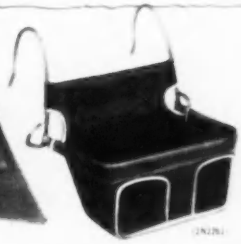
Values to $2.39

(A) **3-pc. Brush Set.** Reg. $2.39. Save 90c! Nylon bristles. 1½", 2" and 2½" widths.
(B) **6" Adjustable End Wrench.** Reg. $1.98. Save 49c! Hardened, drop forged alloy steel. Chrome plated. Opens to ¾".
(C) **3-pc. Chisel Set.** Reg. $1.84. Save 35c! Tool steel blades. Keen edges. ½", ¾", 1".
(D) **Wrench Set.** Reg. $1.75. Save 26c! 4 box end wrenches, clip. Tempered steel.
(E) **Screwdriver Set.** Reg. $1.98. Save 49c! 5 bits: 1 slotted, 2 Phillips, 2 clutch type. Oversize, shockproof plastic handle.

FOR MOM

$3.00 Trade-in on Wizard "No Chore" Iron! Lightweight. Automatic heat control. 5 yr guarantee. **Sale $6.75** With old iron.

Save 40c on "Welcome" Door Mat of durable, high quality rubber. Non-skid back. Reg. $1.59. **Sale $1.19**



Save 17c on Baby Seat! Heavy duty cloth. Steel frame. Safety strap. Folds for storing. Reg. $1.15. . **Sale 98c**

Save 56c on 2 qt. electric Popcorn Popper! 2 parts: popping bowl, heating unit. AC-DC. Reg. $3.95. **Sale $3.39**

Save $2.50 on Wizard pop-up Toaster! Browness selector. Removable crumb tray. Reg. $13.25 . . . **Sale $10.75**

Save $2.50 on Wizard 9-cup Percolator! Automatically brews coffee to desired strength. Reg. $14.35. **Sale $11.85**

FOR THE KIDS

Save $4.00 on Western Flyer 3-speed Imported Lightweight Bike! Safe, motorcycle type hand brakes. 26" boys', girls' models. Reg. $43.95 . . . . **Sale $39.95**

Save 36c on Bike Basket! Heavily reinforced. Clamps, braces incl. Reg. $1.15. . . **Sale 79c**

Save up to 55c on Davis Deluxe Balloon Bike Tire *and* Davis Deluxe Tube! Up to $3.44 value. . . . . **Sale $2.89**

Sale at WESTERN AUTO

STORES AND ASSOCIATE STORES

Bargains galore for everyone in every family! Hurry - Sale ends October 29!

NOTE: In some areas of the U.S., Hawaii, Alaska, and Mexico, prices slightly higher. Western Auto Associate Dealers own their stores, set their own prices, terms and conditions. (1105)

FOR DAD

Save 24c on new G. E. Headlight! Sealed beam with a mirror-like reflecting surface. 6-volt. Reg. $1.22. . . **Sale 98c**

Save up to 71c on Vita-Power 10w-30 Weatherized Motor Oil. 2-gal., Reg. $2.69. . **Sale $1.98** 1-qt., Reg. 40c. **Sale 35c**

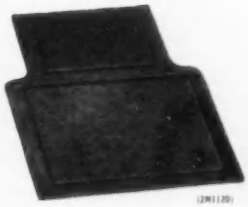
Save up to $6.00 on new Wizard "Sentry" Battery! Non-breakable plastic case. 3-yr. guarantee. **Sale from $13.95***

Save up to $4.30 on Wizard Deluxe Battery! Guaranteed two years. **Sale from . . . $10.95** *Wizard "80" Sale from $7.95**

Save 16c on 10,000-mile guaranteed Wizard Spark Plugs! All sizes, heat ranges. Reg. 45c. **Sale 29c each,** in sets.

**Plus your old battery*

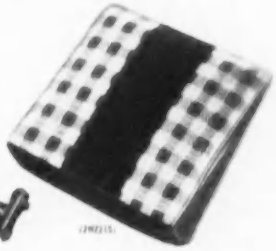
Save 20c on Oil Filter Cartridge! Replacement for popular types. Removes sludge. With gasket. Reg. 79c. **Sale 59c**



Save 10c on Car Floor Mat! Durable, high quality rubber compound. Over-all size 16½"x20". Reg. 39c. . . . **Sale 29c**

Save 28c on Red Head Flashlight with unbreakable lens and 2 Wizard leakproof Batteries! Reg. 97c value. . . . **Sale 69c**

Save 16c on Car Door Mirror! 4" dia. Set screw installation. Ball socket adjustment. Fits R or L door. Reg. $1.05. **Sale 89c**



Save 24c on Utility Seat Cushions! For car, sport events, etc. Plastic sides and beading. Asst. colors. Reg. 89c. **Sale 65c**

It's Making '55 Famous—For Fun!

For sheer driving pleasure, Chevrolet's stealing the thunder from the high-priced cars.

Let's be frank. Up to now, maybe there were reasons for wanting one of the higher priced cars. If you desired something really special in the way of driving fun, you simply had to pay a premium to get it. Usually, a big one!

But that's not true any more! The Motoramic Chevrolet is taking the play away from the high-priced cars with pure excitement on wheels!

Chevrolet's new "Turbo-Fire V8" puts a heaping hoodful of fun under your foot—162 h.p.! (Special to adventure lovers: 180 h.p. "*Super* Turbo-Fire V8" is optional at extra cost.) You can also choose from the two highest powered 6's in the low-price field.

As for drives, just name it. Chevrolet offers new Overdrive, super-smooth Powerglide (extra-cost options) and a new and finer Synchro-Mesh transmission.

Find out how the Motoramic Chevrolet puts new fun in *your* driving life! Take the key at your Chevrolet dealer's—and you'll want it for keeps! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Motoramic CHEVROLET *See and drive it at your Chevrolet dealer's*

LETTERS

RACKET BUSTERS: Articles about the Texas Land Scandal in the August TOWN JOURNAL and September *Redbook* give Ken Towery credit for a fine job of writing and I feel that he justly deserved the Pulitzer Prize for his reporting. But a number of investigators deserve the credit that was mistakenly given to Mr. Towery for discovering, investigating and breaking the scandal.

Towery did all his investigating and got practically all of his information from our office and not from actually digging it up himself. The way these magazine articles were written, Mr. Towery was given all the credit for the work of these investigators. The articles at the same time cast the damaging and untruthful reflection that there were some department heads who would not act until after Towery had brought the whole matter to light so that public opinion forced them to look into the matter.

After we asked for help, practically the whole Internal Security Division of the Department of Public Safety, almost the whole State Auditor's force, several men from the Attorney General's office and a number of Texas Rangers and highway patrolmen had been working around the clock, day and night, for several months—*before* Mr. Towery had any notice or knowledge of wrong doings, if our information is correct.

Cuero, Tex. ***Wiley L. Cheatham***
County Attorney

Ken Towery, of the Cuero Record, *won a $1,000 Pulitzer Prize for "a distinguished example of local reporting." If there were Pulitzer Prizes for conscientious and able prosecuting attorneys, Wiley L. Cheatham would surely deserve one.*—Editor

CROCKETT & TJ: TOWN JOURNAL is now popular with *all* my family—from six on up.

When our young son, who's not exactly a reader yet, saw your page of Davy Crockett cookie designs, he had to know what the article was all about, exacted a promise I'd make the cookies and appropriated unto himself our copy of your September issue. We have to "borrow" it from him to finish our reading. . . .

Chester, Pa. ***Leslie Miller***

RADAR ON THE HIGHWAYS: I'd like to comment on Arch Evans' letter about speed traps [September], hav-

"We want the finest quality motor oil—Quaker State!"

There never was a time when wisdom in the choice of motor oil was as important as today, because your car is more than ever an investment worth protecting. Wise motorists demand Quaker State, the famed Pure Pennsylvania Motor Oil that has set the standard for excellence for more than half a century. Technically superior by every test, Quaker State gives complete, long-lasting lubrication. And its Miracle Film protection is your most economical insurance. Next time, ask for Quaker State!

QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.
Member Pennsylvania Grade Crude Oil Association

600 LUCKY WINNERS—FUN FOR YOU

Help Send U. S. Teams to

OLYMPIC GAMES

at Melbourne, Australia

$70,000.00 GIVEN IN CASH PRIZES!

Our Olympic Athletes Urgently Need Your Help

Never before have our Olympic teams had to travel so far as they will to take part in the games of the XVI Olympiad at Melbourne, Australia, Nov. 22 to Dec. 8, 1956, and in the VII Winter Olympic Games at Cortina, Italy, Jan. 28 to Feb. 5. Never before have they faced such determined competition as they will from the more than 70 nations expected to participate. Our United States Olympic teams receive no government financing or subsidy—but only voluntary support from the people of the United States. Your help is urgently needed NOW so that our finest athletes can represent our country in Australia and Italy.

Act Now!

and learn how you can qualify for PROMPTNESS BONUS. 2 round-trip air tickets from your home to the Olympic Games in Melbourne, Australia! Plus $500 Cash for spending money

ENTER NOW—HERE'S HOW!

To solve this easy puzzle, fill the blank letter squares in the chart at the right with letters to spell interlocking names. Use names selected only from the Master List which comprises names of "Olympic Stars" of the past 50 years. *No name to be used more than once.* Spell from top to bottom for vertical names and from left to right for horizontal names. The "Key" name "OLYMPIC" and the "Key" Letters spotted on the chart, must remain in the positions shown.

Starting with the name section that interlocks with the "O" in "OLYMPIC" select a 5 or 6 letter name with "O" as the first or second letter. Similarly select a 5-letter name to interlock with the "P" in "OLYMPIC." Your next step is to choose a 5 or 6 letter name to interlock with the "C" in "OLYMPIC." To help you get a good start, we suggest you use the 6-letter name "MORNER" to interlock with the "O" and "LEUCHT" to interlock with the "C" in "OLYMPIC." Proceed in the same manner until the necessary letter squares are filled with interlocking names. It is not necessary to fill all the blank letters in each name section as one letter square at either the beginning or end of a name section may be left blank, provided that all names interlock.

Each letter used is given a definite point value (see letter chart) and interlocking letters (which have been circled) are given triple (3 times) their regular value. (It is not necessary to show the separate letter values in each letter square). After you have completed your chart, add up each of the horizontal rows of letters and show these sub-totals in the long ladder-like column at the right. The Grand Total is the total of the 18 horizontal rows of sub-totals added together, which is actually the total point value of all the letters used in your entire puzzle, including the "Key" word and "Key" letters, not forgetting the triple values where such occur.

The object of the puzzle is to obtain the highest possible Grand Total when the 18 rows of horizontal sub-totals are added together. Residents of the United States, Canada, Alaska, Hawaii and Puerto Rico who donate $2, are eligible to enter.

WILL RUSSIA WIN THE OLYMPICS?

"Russia is building the greatest mass army of athletes the world has ever known. Unless there is a sudden awakening in this country, Soviet sportsmen are almost certain to dominate the 1956 Olympic Games at Melbourne, Australia. They threaten to seize the initiative even in track and field, the feature phase of the Games, in which United States athletes have always been supreme since the Games were revived sixty years ago."

AVERY BRUNDAGE

LETTER VALUES

A	5
B	8
C	6
D	7
E	5
F	8
G	5
H	9
I	5
J	8
K	6
L	9
M	6
N	6
O	6
P	7
Q	8
R	4
S	6
T	8
U	4
V	9
W	4
X	9
Y	9
Z	9

Tiebreaker Mailed Immediately

Each contestant who submits an answer to this Puzzle within 25 points of the Correct High Score, will be eligible to proceed at once to the Semi-final Tiebreaker, which will be similar in style but larger and require more words. All contestants who achieve a Qualifying Score for the Semi-final Tiebreaker—within 50 points of the Maximum Score—will qualify to proceed to the Final Tiebreaker. Consecutive Tiebreaker Puzzles, not to exceed two more, will be employed if necessary to break the ties should such occur in the Final Tiebreaker.

The same day we receive your Initial Puzzle solution—if qualified under the 25 point rule—we will forward the Semi-final Tiebreaker with full instructions by return mail. Complete details concerning this contest and also a Special Offer whereby you have the option of increasing your donation and "stepping up" the value of First Prize from $4,000 to $30,000, will be inclosed. **If you qualify in the Semi-final Tiebreaker, no additional money is required, as it is entirely optional whether or not you increase your donation above the original $2 remittance.** When your Initial Puzzle solution is completed, mail it with your $2 subscription to United States Olympic Committee, Puzzle Campaign Headquarters, 209 Mutual Life Building, Seattle 4, Washington. Remit by Cash, Money Order or Personal Check, payable to the U. S. Olympic Committee.

"OLYMPIC STARS" Master Word List

AUFFRAY	HILL	MORNER	PROKOP
BAHR	HOUSER	NADI	RITOLA
BATE	KAUHN	NAMBU	ROTH
BAYAERT	KERR	NEMETH	SCOTT
BILGE	KOTKAS	NURMI	SERGO
CRABBE	LEUCHT	ODDBORN	TAYLOR
DAVIS	LEWIS	OSBORN	THORPE
DEBRET	LOOMIS	OWENS	TOLAN
DUPONT	LOWE	PAHUD	TYSOE
ELEK	LYSAK	PAPP	VAST
FLACK	MATHIAS	PEARCE	VOIGT
FOSS	MAYER	PEREZ	WAMBST
HENIE	MEDICA	PORTER	WILLS

OFFICIALLY SPONSORED

The United States Olympic Committee has retained G. F. Gemeroy—America's foremost Contest Man—to conduct this fund-raising puzzle contest from his headquarters in Seattle. ALL NET PROCEEDS are turned over to the U. S. Olympic Committee to help them pay the costs of sending our U. S. teams to Australia and Italy. As a guarantee that all prize awards will be promptly paid, $70,000.00 in cash has been deposited in escrow, ready to be paid the 600 winners of this Contest. At the close of this contest, every entrant will receive a complete list of prize winners as well as a copy of the actual prize-winning solution.

A GEMEROY-SUPERVISED CONTEST

AND PROFIT, TOO!

Imagine the Thrill of Winning $30,000 in Cash!

600 lucky people are going to share the giant jack-pot of cash totalling $70,000.00! YOU may be the one to win the 1st GRAND AWARD of $30,000.00—a FORTUNE for your very own! Or you may win 2nd Prize of $10,000.00, 3rd Prize of $5,000.00, 4th Prize of $3,000.00, 5th Prize of $2,000.00, or one of 595 other generous cash awards.

Match your skill in this thrilling "battle of wits" with puzzlers everywhere. Help the American Flag fly in victory at the 1956 Olympic Games by making it possible for our finest athletes to go to Australia. You will support your country; you will have fun and excitement; and you have just as good a chance as anyone else to win as much as $30,000.00. HURRY and get started today!

$30,000.00 GRAND AWARD

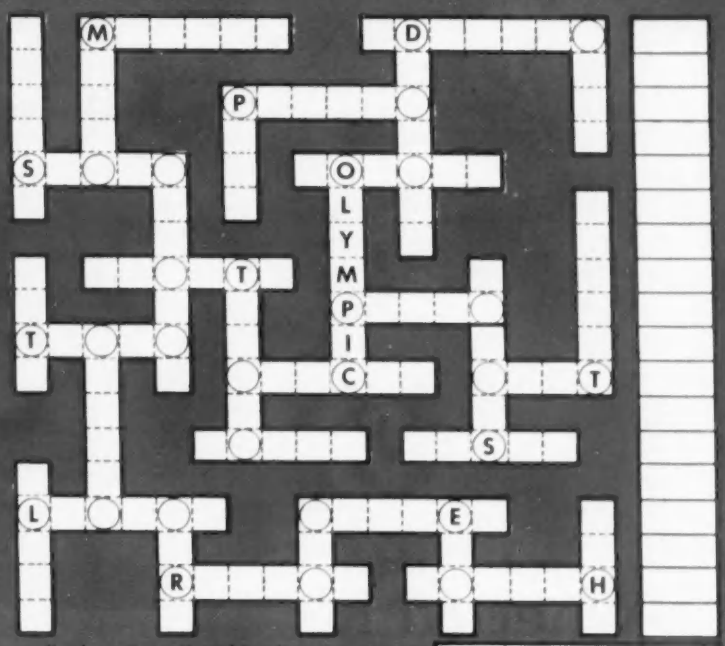
YOUR $2 DONATION qualifies you to win $4,000.00

Here's a brand-new fun-puzzle contest made-to-order for you. It's exciting; it's thrilling; and the rules are crystal-clear. You don't need dictionaries or reference books. There are no word pictures to identify. You know exactly what words to use and how to spell them.

There's no worry or uncertainty. Take a pencil RIGHT NOW and see for yourself what fun it is. How high a score can YOU obtain in the puzzle below?

EXTRA PUZZLE CHARTS SENT UPON REQUEST.

"OLYMPIC STARS" PUZZLE GAME



You have the option of leaving one blank square at either the beginning or end of a name section (See Rules).

GRAND TOTAL ▶

SEND TODAY

with $2 donation to United States Olympic Committee

I have shown above my Grand Total for this Crossword Puzzle and also enclose my $2 donation for the United States Olympic Committee. It is understood the Semi-final Tiebreaker will be forwarded by return mail provided my answer is within 25 points of the Correct Total. DEADLINE FOR ENTRIES: Jan. 31, 1956. *(The option to extend this deadline by not more than 90 days is reserved if deemed advisable.)*

Name .....

Address .....

City or P. O. ..... State or Prov. .....

Mail to: **United States Olympic Committee, 209 Mutual Life Bldg., Seattle, Washington. Remit in Cash, Money Order or by Personal Check.**

Town Jrnl.

ing myself just returned from a 7,000-mile trip across country and back.

There may be a shortage of police, but in many states there are signs reading "speed checked by radar." These radar systems really work. For example, in New Mexico, we were traveling at the lawful 65 mph when a car passed us as if we were standing still. In a few minutes, a mile ahead of us, this car was caught by state troopers. I've noticed more than one car caught for speeding in these zones. So be wise and obey. You'll live longer, too!

William E. Patterson
Milmont Park, Pa.

HIDEOUTS: If every man needs a hideout [September], so does every woman. Perhaps more so. Why not let the men take a turn staying in the home to cook, clean, wash and mend. . . .

By the way, who housecleans Mr. Locke's hideout, he or the Mrs.?

Monticello, N.Y. ***Mrs. Helen Frank***

REPORT ON RUSSIA: Iowa farmer Herb Pike is a welcome replacement for the professional news reporters and politicians upon whom we have depended for news and views of Russia. His article "Russia Was an Eye-Opener" [September] was fair and objective, and one appreciates the absence of super-patriotism and cynicism.

Mr. Pike probably did let his patriotism get a little out of hand when he recommended that "our young men must accept military service as a *prerequisite* to citizenship." If I read the Fourteenth Amendment to the Constitution correctly, I am assured that our young men, native-born or naturalized, *are* citizens.

Philadelphia ***Denison D. Conner***

TEACHING CAREERS: "I'd Still Choose Teaching" [September] is one of the few articles which paints a realistically bright picture of a teaching career. . . . You have rendered a real vocational guidance service. I would like to see this article reprinted and made available to high schools and teacher education institutions throughout the country.

Ellensburg, Wash. ***J. Wesley Crum***
Dean of Instruction
Central Washington College of Education

Reprints will be supplied free to teacher training organizations. Write "Teaching," TOWN JOURNAL, *Washington 4, D.C.*—Editor

In writing to the editors, address TOWN JOURNAL, *Dept. E. Washington 4, D.C.*

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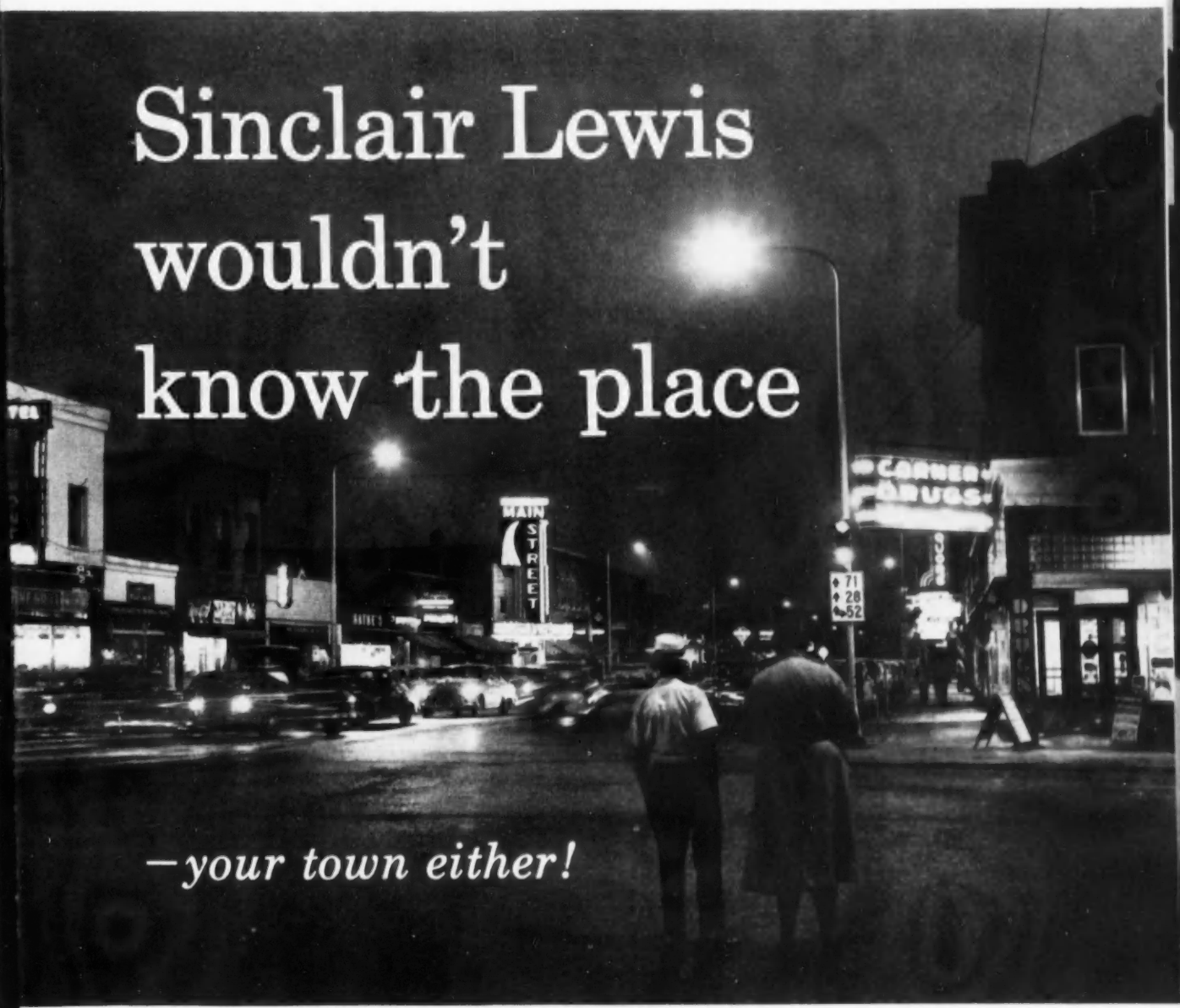
Sinclair Lewis wouldn't know the place



—*your town either!*

LIVELY AND BRIGHT is the business section of Sauk Centre, Minn. The town capitalizes on its *Main Street* label.

By Russell Lord

I LIKE countryside towns, especially when they are well linked with good farming country close around them. I think such towns and their closely joined communities—where everybody *is* somebody—lie at the heart of all that should be most enduring in our Republic.

So I felt at home and at one with most of what I saw and heard in "Gopher Prairie" (Sauk Centre, Minnesota) when Town Journal sent me there to observe what goes on by way of progress or decay, 35 years after Sinclair Lewis put his home town on the map of the world with his book, *Main Street*.

He always said that "Gopher Prairie" was no one place on earth, and that "Main Street" was no one street, but a symbol of stuffy provincialism and small-mindedness—"a continuation of Main Street everywhere; . . . . a thick streak of cautious dullness." But he was writing about Sauk Centre, all right, building for building, and block for block. So naturally the people there were furious, and a few still are.

It was said that this strange red-headed brat who had gone away to be a writer had fouled his own nest and made mock of his own origins, and that he would never dare show his face in Sauk Centre again. This made him laugh. Impish and taunting, but at heart deeply fond of the place and its people, he came

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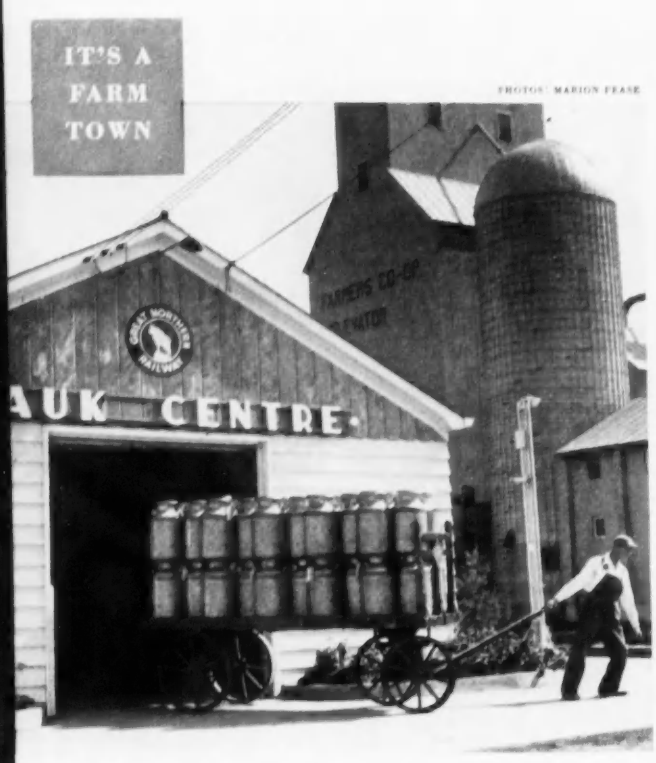
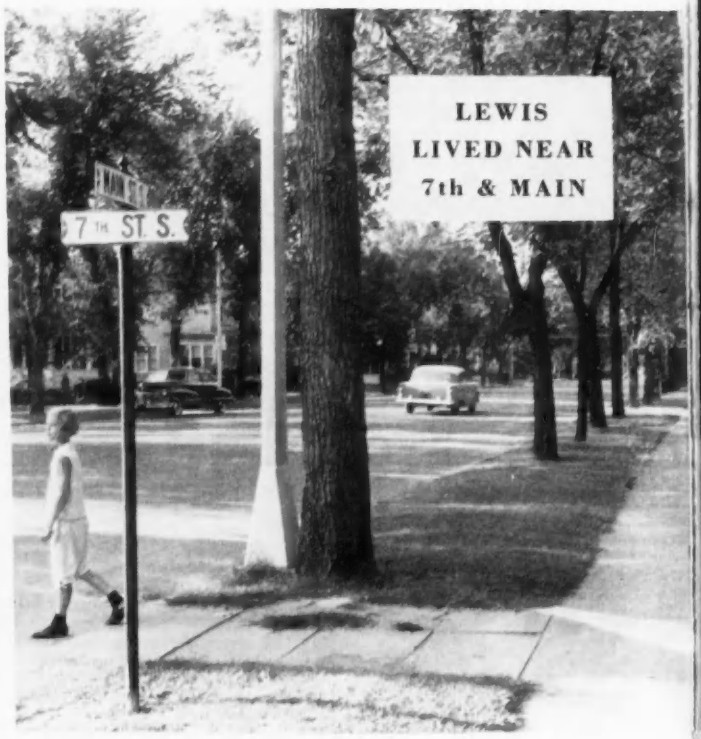


DAIRYLAND surrounds Sauk Centre. The new depot of modern design, with bright flower beds, is a far cry from the dismal layout that Dr. Will's bride saw when she pulled into town on the "way train."



A PLEASANT PLACE TO LIVE, as most countryside towns are. There's space for arching shade trees, roomy frame houses, an expanse of lawn and a garden. Here you can keep a perspective on life.

"Show us. Make us change," Dr. Will pleaded

home fairly often and was tolerantly and respectfully endured. At the end his ashes came home to stay.

His full name was Harry Sinclair Lewis, and they still call him Harry there in Stearns County, Minnesota. The third son of a country doctor, he was born in Sauk Centre in 1885 and died in Rome in 1951. From his hometown high school he went to Yale and on into newspaper work to gain training as a writer. He ran a county paper in Iowa for a while and hacked away at city reporting on papers from coast to coast. He worked for New York publishers, wrote six books of his own, no one of them of any particular power or consequence.

He was 35 in 1920 when *Main Street* came out and kicked up a storm that was more than local. The critics called him everything from a crude cartoonist working with words to a new American Dickens. None of this displeased him. He loved to stir people up. He had struck his stride now, and struck it rich. *Main Street* sold enormously and kept on selling in repeated editions, here and abroad. It still does.

By turns warmhearted and waspish, he wandered restlessly, here and abroad. But there was never a day, he confided to a friend in later life, when he did not think of the close-to-frontier values in the Sauk Centre of his boyhood.

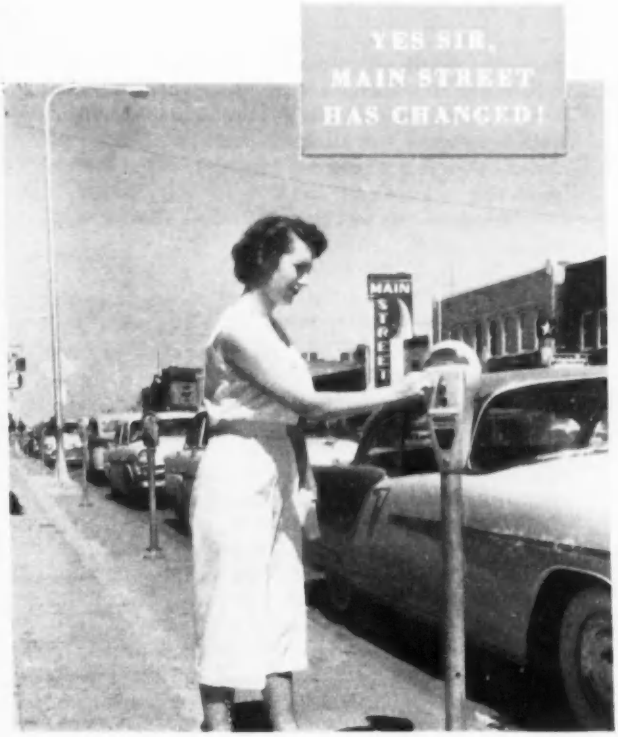
On my way west to Sauk Centre I reread *Main Street* for the first time since 1920. Carol Milford (so the story goes) wasn't exactly a city girl, but she had been East to Chicago doing library work, and dreaming vaguely of a career in town planning or dramatics or aesthetic dancing, when Dr. Will Kennicott of Gopher Prairie met her in St. Paul. With a country practice that was netting him on toward $6,000 a year Dr. Will was definitely of the prairie, and an earthy booster of Gopher Prairie and the lands beyond.

"Best dairy and wheat lands in the state," he told his intended in the course of his wooing. "Some of it selling right now at one fifty an acre, and I bet it will go up to two and a quarter in ten years."

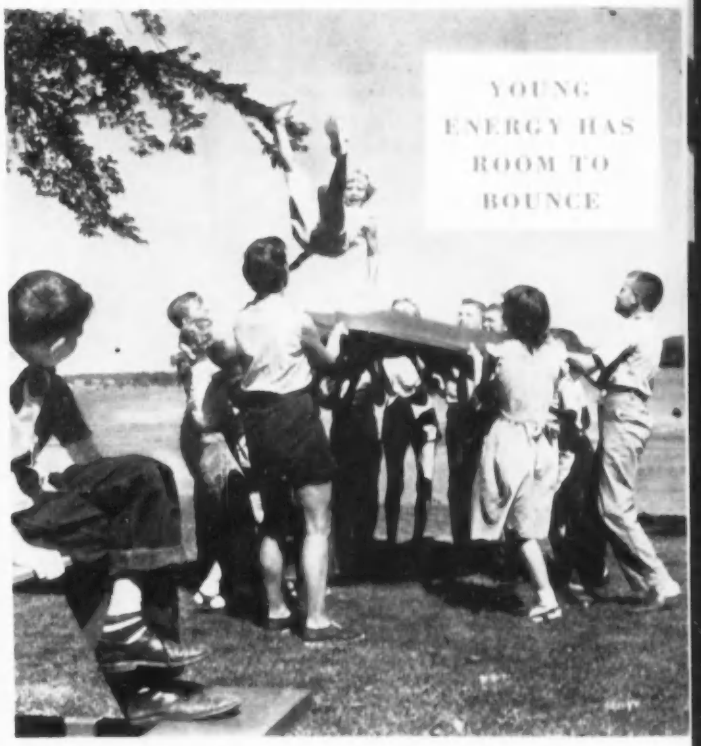
When that failed to move her he spoke of the charm of lakes and wilderness close at hand. Or pleaded: "Come to Gopher Prairie. Show us. Make the town—well—make it artistic, make us change!"

Or more proudly: "I feel I've got something to say around Gopher Prairie, but you take it in a big city of two-three hundred thousand, and I'm just one flea on a dog's

(Continued on page 99)

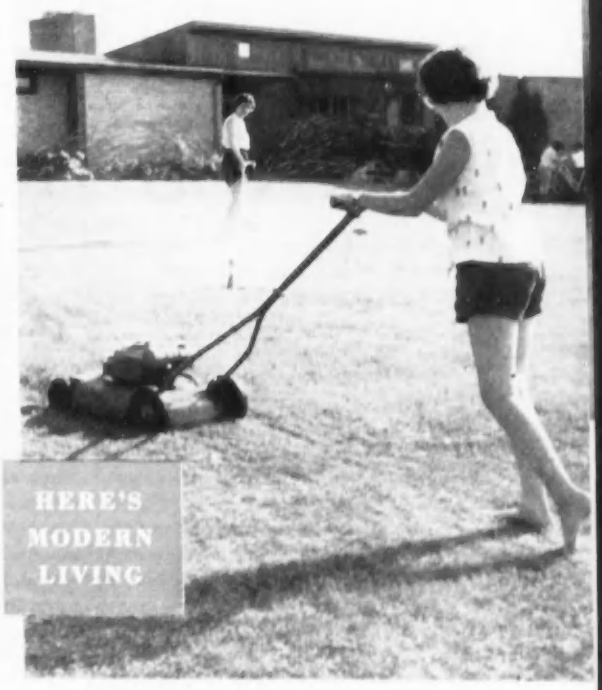


MODERN YOUNG WOMAN, modern parking meters, modern cars, modern street lights give Main Street a different look than when Lewis stood at about this same spot and derided the place.



PICNIC BY SAUK LAKE as Girl Scouts and Boy Scouts try a little blanket tossing. The lake, which comes right into town, is a fun spot summer and winter, and many a family reunion is held there.

SOCIAL CENTER for parties as well as golf, the Country Club offers family memberships at $50. "Don't mention legs and all that immoral stuff," Dr. Will once told his bride; shorts are commonplace in Sauk Centre nowadays.



DOCTOR'S HOME out by the lake is ranch type, like most new houses in the town. The doctor, J. C. Grant, and two other MD's practice together in a modern clinic.

Those nice men from the oil companies

By Keith Monroe

I LIKE surly prospects best," the lease man said. At the Petroleum Club in Los Angeles, a dozen of the men who persuade land owners to lease oil-drilling rights were swapping stories of their assignments, much as fishermen tell of their catches.

Some of the agents were handsome boyish types who specialize in interviewing housewives; some were homely oldsters who call mostly on farmers; one was a dignified gentleman with white hair who can be introduced as a "vice president of the company who has flown out here to talk with you." They didn't look alike except for their ready smiles—and the glint of alertness in their eyes.

"There was one I remember in southern Indiana," the lease man continued. "When I knocked at his door, the old fellow stuck his head out and snapped, 'What's your politics?'

"Well, that was a cinch. I check on people's religion and politics before I visit them. 'Republican,' I said. 'Furthermore, I have to get home by Tuesday to vote. So I ain't got much time to lease your land.'

"Of course, my real hurry was three other oil men coming up the road.

"'Hurry up, then,' the old fellow said. 'What's your terms? Where do I sign?' He was a true blue Republican!"

"You a Republican?"

As the group broke out with a laugh, the lease man explained to the novice at his elbow: "Since all the companies offer the same bonus, it was just a question of which lease man he likes most—and first."

That same expert coaxer might be at your door tomorrow—offering perhaps $15 an acre for the right to drill on your land, plus 1/8 of the value of any oil that might be pumped up. He may merely want information about one of your neighbors. He may want permission for monstrous machines to dig a pipeline across your land (which makes him a right-of-way man). In any case, he will probably get what he wants; you will find him extraordinarily likeable and winning.

Another free lance recently gave friends this clear picture, in miniature, of a leasing campaign:

"One Saturday morning, a company's geologists got something out of a developer that looked like a probable oil structure. By 10 o'clock that night, 22 lease men were in town. Oil scouts can hear the scratch of a pen a thousand miles away. Their companies didn't know a thing about the geology of this region, but the tip that a play was starting pulled them to start 'protective leasing,' as it is called. You tie up land first and test later, when a play is hot.

Hey! Lease play

"Before competition hit town, I signed up six farmers with no pain. But when I got to the seventh man, I found myself waiting on his porch while a Phillips man talked to him in the parlor, and a Standard guy waited his turn outside in an auto. All three of us knew the farmer would naturally listen to each proposition before he signed any. The other two could give him references of other people who had signed with their company and been well treated. I couldn't, because I'd been hired blind through a broker—which a company often does for secrecy—so I didn't know what company I was speaking for.

"While I waited on the porch, I chatted with the farmer's wife. There was a chance she'd say something that would give me an idea. I knew I was licked unless I thought of a goodie.

Waterpipe cinch

"She said her husband was an Elk. She also said he'd been combing the county for a certain size waterpipe which was in short supply. That

did it. When my turn came, I was wearing an Elk's tooth. (I always carry emblems for all the lodges and service clubs.) The first thing I said to the farmer was, "I hear you need some lengths of so-and-so waterpipe. I just happen to know a fellow back home who can get some. Want I should phone him?'

"Sure he did. So I put in a call to my lease broker, and he phoned the headquarters of whichever oil company had hired him. Those offices are open day and night when a big play is on, and they're ready to find anything to win a friend. They'll match a piece of cloth for a rancher's wife, get tickets to any football game in the country, wire and phone all over hellangone to fetch an out-of-print book if somebody hankers for it. I knew they'd pick up the waterpipe.

It's a hectic game

"So right away the farmer was my buddy. He said he'd sign my lease if I gave as good terms as the other companies. That was easy. All three leases were the usual 'Producers' 88,' with identical terms. The only variable was the cash bonus for signing. The other two men worked it up to $5 an acre, and stopped. I equalled their bid. He signed."

The treasure hunt for oil is the biggest, fastest, keenest competition in American business; and it's going on all over. Approximately 180,000 people signed oil leases in 40 states during the last few years, and uncounted thousands signed right-of-way easements for oil pipeline, of which there is now 170,400 miles.

They take to the air

Around 1948, with a war a growing possibility, the Government urged oil companies to slacken off foreign development and concentrate on this country. They were learning how to find oil, and force it out of the ground, in all sorts of hitherto unpromising locations. And by 1951, they struck unsuspected oil in Colorado, Alabama, Utah, Montana, the Dakotas. Soon there were big new fields in parts of Texas and California previously thought barren.

With seismographs, dynamite, gravity meters, planes carrying queer antenna-like tails, and other assorted new gadgets, the oil hunters are still spreading. *About ⅛ of the United States is now under lease to oil companies (from more than a million landowners), yet in one state alone there are said to be 36 likely-looking areas which the geologists haven't gotten around to.* Wyoming, Florida, Nebraska and Nevada are on the "promising" list for more intensive exploration.

Wheelbarrow diplomacy

Some day an oil company representative may scrape an acquaintance with you. And he's a hard man to resist—for he's a pro at making friends. Jack Schillinger, a right-of-way man for General Petroleum, tells of one landowner who gave him the silent treatment. "He was cleaning his chicken yard and he wouldn't listen to me. I finally got a shovel and began helping him load the wheelbarrow. He was a goodhearted sort, so pretty soon he began letting me take turns with the wheelbarrow, too. We finally got acquainted, and he signed the easement to let the company dig a pipeline across his farm."

The right-of-way man may seem to have an easier task than the lease man, because there are no rival agents striving to outjockey him. From another viewpoint his work looks harder, because he cannot dangle the hope of sudden wealth before his listeners. He can offer them only a standard fee, for which he seeks permission to gouge trenches through lawns, bulldoze into groves of trees, uproot nurserymen's flower beds, tear down farmers' fences and cut ditches through their crops. His biggest talking point is a pledge, legally binding, to replace all the scenery after the line is laid.

High-speed haggling

DRAWINGS: OTTO BAUMAN

The hunt is hardest on the men who must get the licenses—the lease men. Bargaining for permission to drill on somebody's land is a delicate business, and a dozen rival agents may be trying to wangle the same rights. A lease man must explain and haggle at top speed, trying to make people understand how costly the digging will be, and how heavy the odds are against actually striking oil.

For a lease boom does not by any means presage an oil boom. In territory where oil has not been discovered previously, the chances are only 1 in 9 of a test well coming in, and 1 in 44 of hitting a million-barrel field. The average cost of drilling an exploratory well is $100,000. That's why a landowner can't very well do his own digging, but instead must sign away the rights in return for a cash sum plus a royalty on any oil pumped.

Gone with the books

Talking oil leases to landowners is a job for a highpowered talker only. Nevertheless, at 25¢ an acre for all land he succeeds in signing up, the average lease man nets about $650 a month plus expenses, paid by his employer with few questions asked.

A lease man's biggest headache, however, is not the landowner—but rival oil company agents. One man even kidnaped a county recorder, so the tale goes, to block competition at the start of an oil play. He arrived by plane, drove fast to the county courthouse, and showed the recorder a $100 bill. "I want to hire you for a few days," he said. "I want you to help me find the people who own land on a map I've got."

"When do we start?" the recorder asked happily.

"Now. Come on. Bring all the county land records. I'll help you pile them in the back of my car."

When competing oil men arrived, they could not learn who owned the lands they wanted to lease, because the title records were gone. A few days later, when the first lease man had signed up all the choice land, he

(Continued on page 54)

"Look out for Hughes'

CLAIRE McCARDELL fits her "gunnysack" dress to Lynn Schmidt—a pretty homemaker from Gilbertsville, Pa., and mother of two children—by winding yards and yards of the string belt around Lynn's waist. Only opening in this multi-colored jersey is its wide neck. *At right*, Lynn in McCardell's olive green jersey with red bias jersey belt, yearns over a McCardell home-gown. It's striped in gorgeous shades of red, green, blue; buttons in front. . . . What's McCardell wearing? Washable pique—white jacket, black skirt.

The gal who defied Dior

Remember how men squawked when Paris tried to banish womanly curves for the straight "H" look? You'll like the designer who ignored such nonsense

By Betty Friedan

ALL fashion was fawning over Dior's bustless "new H look." But in the mirrored showroom on New York's garment-hustling Seventh Avenue, a hundred big buyers and reporters burst into involuntary applause as a model adjusted to her own natural bustline a red and brown cotton flannel "sleeper" dress. "Wear it all night on the train, belt it in and wear it off the train in the morning," the announcer explained. It was the latest in a long line of sensible outfits by "Claire McCardell."

A buyer murmured, incredulously, "She just doesn't care what they're doing in Paris."

"Look at the way she dresses herself—more like a woman pushing a basket at the supermarket than a famous designer," an editor waved her cigarette-holder toward a figure half-hidden behind a doorway. And that was how I first saw the woman who pioneered the casual, comfortable American fashion which bows to no "new looks" from abroad.

PHOTOS: SHATZBERG

Tall, slim, with light curly hair, glowing skin more scrubbed than made up, she was watching the crowd out of seeing blue-green eyes, wearing a navy denim suit stitched like blue jeans. She walked, serene and unself-conscious, on flat-heeled shoes, through the chic, high-pitched buyers and reporters previewing her new line. A fashion writer asked, "Darling, what do you call that divine color?" Claire McCardell laughed. "Why, I just call it red."

The Claire McCardell story is the story of American fashion learning to be itself. It's the story of a small-town American girl who became a world-famous designer because she had the courage to stop copying Paris—at a time when fashion *was* Paris—and start making clothes for the actual everyday lives women lead in America. Originator of separates, pedal-pushers, bareback summer dresses and strapless swim suits, feminine denim, fashionable housedresses and party dresses you can wear in the kitchen, Claire McCardell has been called "creator of the American look." She changed the world's meaning of fashion, simply because she kept learning from her own quite ordinary American life.

The story starts in Frederick, Maryland, where long after the other girls stopped, Claire was cutting paper dolls from her mother's fashion magazines. In high school she loved the sewing periods other girls hated.

Then, after two years at Hood College, she went to New York, to art school. She wanted to be a fashion illustrator (not a designer; who had ever heard of an American designer then?). But on her first day at Parsons School, when they handed her a T-square and told her to draw geometric shapes, she almost cried. "Claire couldn't really draw, she just had this passion for clothes," says her Parsons roommate, Mildred Orrick. "She made herself learn."

To study fashion you went, reverently, to Paris. Parsons had a branch on the Place des Vosges. Claire and Mildred and Joset Walker, all designers now, still laugh at lunch over that enchanted year when they were twenty, alone in Paris.

Claire McCardell learned from the masters "the way

(Continued on page 97)

Got a jackpot in your

Coins worth more than face value are floating around. It might pay you to check your change

GIMBELS COIN DEPT

1901 S Liberty Head half dollar worth $1 to $5

1916 Standing Liberty quarter worth $15 to $25

By Jeanne O. Wellenkamp

REACH into your pocket.

Do you have a 1914 Lincoln Head copper coin with a tiny "D" below the date? If so, call it your lucky coin—it's worth $2.50 if in good condition, up to $35 if it has never been circulated.

Why is this cent worth dollars? Because only 1,193,000 were minted at Denver—and because hundreds of thousands of Americans have a squirrel-like hankering to collect unusual coins.

Jeff Holdren, who is 13 and lives in the country near South Miami, Fla., is typical. He started by scrutinizing coins he happened to see, holding back the old ones. Soon he was buying rater ones from dealers.

"Why, I can remember when I was young," he told me with great seriousness as he rubbed his unshorn chin, "and I didn't know better than to spend a 1912 S nickel for bubble gum. Think of that!"

Amateurs mature fast and Jeff now refers to himself as a numi-matist—pronouncing it *noo-MIZ-me-tist*, just as Webster says. The enthusiasm he and other collectors radiate set me to wondering: How do coin hobbyists get that way?

Basically, it's because certain coins are worth more than face value. And for this, there are two main reasons:

1. Popularity. Don't get too excited over a silver coin minted 2,000 years ago for a Roman emperor. Sure, it's old, rare and interesting. But because few collectors seek it, it's probably less valuable than that 1914 Lincoln Head "D" cent.

The reason is obvious, when you think. Most collectors start with common coins. As they learn a certain one is desired by other hobbyists, they look for it, too. That runs up the demand and runs down the supply. It's that simple—yet most people think a coin is valuable *only* because it's old or rare.

Of the 128 or more kinds of Lincoln Head cents, only a few are in short supply. Another example is the 1901 quarter from the San Francisco mint. Only 72,664 were coined. Collectors soon heard about that so they immediately had to have them! Now a very fine 1901 "S" quarter may fetch $20. Silly? Well, not to a collector!

2. Condition. How badly is the coin worn? Numismatists are surprisingly fussy on this point.

Some experts rate coins at eight levels. At the bottom is *Poor* (design barely distinguishable). Tops is *Uncirculated* (in perfect condition, showing no signs of wear). In between are *Fair*, *Good*, *Very Good*, *Fine*, *Very Fine*, and *Extra Fine*.

A special issue, made in Philadelphia only, is called *Proof*. It has a mirror-like finish struck exclusively for collectors. You can buy a set of proof coins (half dollar, quarter, dime, nickel, cent) during the year issued. Send a certified check or money order for $2.10 (which includes postage and insurance) to the Superintendent, U.S. Mint, 16th and Spring Garden, Philadelphia.

Usually a set of proof coins will be worth one dollar more each year, for the first few years. After that, the value may increase more rapidly. So far, proof coins have never decreased in price.

Next to proof coins, uncirculated ones are most wanted by collectors. You may sometimes obtain them from your bank. Between January 1 and March 31 Uncle Sam sells uncirculated sets of the previous year's coins. For information write: U.S. Department of the Treasury, Washington 25, D.C.

pockets?

To understand what's meant by coin condition, look at the greatly enlarged pictures of quarters in Reinfeld's *Coin Collectors' Handbook* (Sterling Publishing Co., Inc., New York: $2.50). If your library doesn't carry it, perhaps your librarian may be able to borrow it for you from your state lending library or the New York Public Library.

It's part of your numismatic ABC's to know about the identifying marks which mints put on coins. For some reason unknown to me, the Philadelphia mint omits them—the one exception being the World War II silver-copper-manganese five-cent piece with "P" above Monticello on the reverse. (Collectors speak of "obverse" and "reverse" instead of "heads" or "tails.")

Coins from Denver bear a small "D" while those from the San Francisco mint, which closed last March, have a small "S." You may need a magnifying glass to find them, however. Mint marks may be almost any place. To learn where to look—and to get other helpful information—you should buy a coin catalogue.

A help for beginners who want to sell their coins is *Handbook of U.S. Coins* (Whitman Publishing Co., Racine, Wis.: $1). If you want a guide to what you pay if you buy, I suggest *Guide Book of U.S. Coins* (same publisher: $1.75). A reference book popular with dealers is *Standard Catalogue of U.S. Coins* (Wayte Raymond, Inc., Mineola, N.Y.: $5). These manuals are available through coin dealers.

Study your catalogue. Look up your coins. But remember there's a margin in prices between selling (at wholesale) and buying (at retail). A rule-of-thumb is that dealers pay you about half what they sell for.

Seem unfair? It isn't. You buy retail, but sell to a dealer at wholesale—he has overhead to meet and is entitled to a profit on his business.

However, if you come upon a true rarity (or a proof coin) you can probably get nearly catalogue price for it.

You'll see many very common coins listed in your catalogue that you can't sell at all. This includes most Lincoln and Indian cents. Then why are they listed at premium prices? Because a few collectors want to buy even the commonest coins instead of looking for them, and the dealer deserves something for keeping them on hand. Also, coin catalogues go to foreign countries where supply and demand for any coin are different.

If you want to sell a rare coin, it's a good idea to offer it

(Continued on page 75)

HAVE YOU ONE OF THESE COINS? Prices shown on this and facing page indicate what dealers will pay for them if they are in *average-good* condition. You may get more if they're *fine*.

Indian Head cents, 1866–72, worth 30c to $3.50

1877 Indian Head cent worth $3 to $7.50

1909 S Indian Head cent worth $5 to $9

1909 S Lincoln cent (with initials VDB on reverse) worth $7.50 to $10

1914 D Lincoln cent worth $2 to $5

1916 D Mercury dime worth $2.50 to $7

1931 S Lincoln cent worth 50c to 75c

1942 Mercury dime (2 in date struck over 1) worth $2 to $5

Let's throw out "POOR FARMS!"

Read about this new deal for old people and see if you would like to try it. The idea will work everywhere

By Marion K. Stocker

LIKE most people, I've always driven by county poor farms, mentally looking the other way. I certainly never thought I'd enjoy visiting one. But I've just been to a county home in Jasper County, Missouri, that left me with a warm glow.

It's a pleasant place—as pleasant as its new name, "Fairacres." The old people are happy there. When they go away for a visit to relatives they are glad to get back. And it's costing the county much less than it did in the days when it was the sorry dumping ground that most of our county homes still are. Better yet, the plan that transformed the place is so simple that any county—your county—could make it work, too.

I'll get around to the pleasant side in a moment; but first you should see where Jasper County started.

As recently as three years ago, legal guardians of the senile aged in Jasper County frequently did their best to have their old folks declared insane—and sent to Nevada (Missouri State Hospital No. 3). If that failed, and nursing homes and private care were financially out of the question, off they went to the county home. "Over the hill to the poor house." A shameful disgrace; a nightmare dread.

Every investigating County Grand Jury for years had reported conditions at the home "deplorable." But nothing came of it. Public exposure might boomerang politically. The judges wanted to be re-elected.

Then, in December 1951, three County Court judges decided to bring the facts out in the open. Judges Frank Smith, Ellis Wright and Rolland Shadday called a citizens' meeting to discuss what could be done. About 60 turned out—a surprising number considering the general apathy.

From that meeting came the Jasper County Association for Social Service Inc., which elected a 12-member board of community leaders and business men.

"The next day we board members went to the home," Mrs. Juanita Wallower, board president, told me. "Few of us had been there before; I've lived in Jasper County since 1921 and it was *my* first visit.

"All of us are to blame for what we found . . . 32 persons existing in a dark home, completely forgotten by most of the people of our progressive county. Furniture broken; practically no linens, mattresses, and other household supplies; not a window blind or curtain; no paint on the walls. . . . Plumbing leaked. . . . There was an odor that clung to you; and roaches. . . ."

The third floor had been given over to raising chickens. In charge of the miserable, unkempt inmates was an aged superintendent and one assistant.

The board met that very day to start action! First *they leased the home and its 80-acre farm from the county for $1 a year, in the name of the Jasper County Society for Social Service Inc. Taking the home off the county's hands, and out of its supervision, was the key idea.* It was no longer a political football. "We promised to operate the place efficiently and the county promised to maintain the building as any lessor is expected to do."

Then they named committees: House, Farm, Investigation and Admittance, Finance and Auditing.

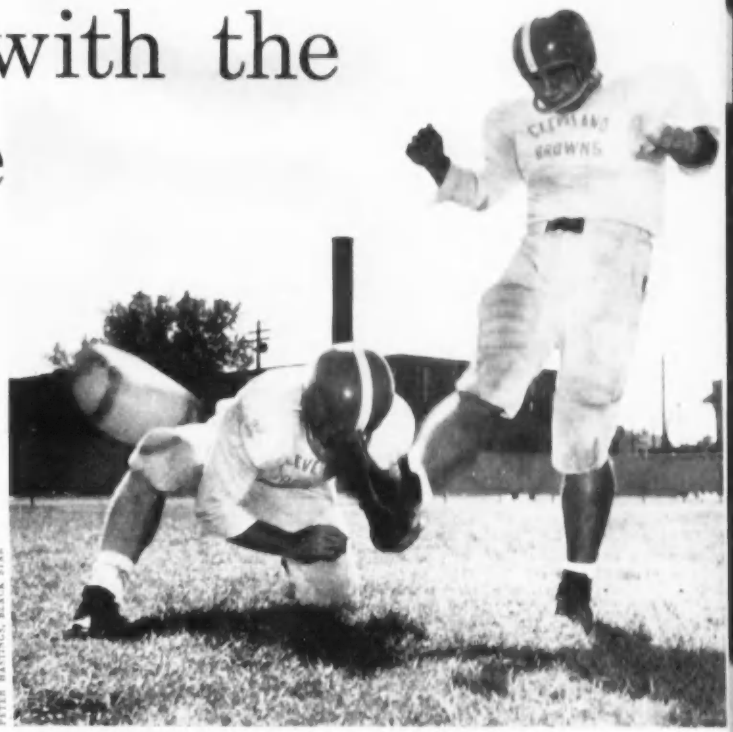
The House Committee got busy immediately. First things first. Cleaners and exterminators went over the building from basement to attic; a corps of painters followed. Within two weeks the inside of the home was fresh and spotless. Meanwhile, the board rechristened the home "Fairacres," removing once and for all the "poor house" stigma. And they appointed a competent couple as supervisors. Then came a new water heater,

(Continued on page 78)

The man with the golden toe

Lou Groza, the Browns' greatest scorer, never played in college and has made only one touchdown in his long pigskin career

By Hal Lebovitz



PETER BASTINGS, BLACK STAR

THE AUTOMATIC TOE IN ACTION. As Tommy James holds, Groza boots another field goal. His formula: "I try to hit the ball one fourth of the way up. I keep my head down . . . if the kick is good I can tell by the crowd."

IT WAS a blustery Sunday, that December in 1950. A raw wind stung the faces of the tense fans jammed into Cleveland Municipal Stadium on the shore of choppy Lake Erie.

It had been a dogged, desperate, bone-jarring battle of giants, and with only 20 seconds left on the scoreboard clock the Los Angeles Rams led the Cleveland Browns 28-27, for the professional football championship.

The tired Browns had possession of the ball with scarcely time for one play remaining; 15 yards separated them from the title. Every taut-nerved spectator knew what that play would be.

The game rested on the peculiar skill of a 6-foot, 3-inch, 240-pound tackle, Lou Groza, who was carefully pacing off his position for a climactic field goal attempt. The broad-shouldered player eyed the direction of the wind—the wind which a few minutes before had snatched the ball away from his place-kick holder, Tommy James, wrecking the Browns' chance for the tying extra point. The wind now seemed stronger than ever.

The ball was snapped. Tommy James jammed its point into the ground. The Rams charged. Groza kicked. The ball lofted toward the goal posts through gusty air, crazily fighting the wind, soaring . . . soaring. . . .

The referee leaped high, signalling success with upraised arms, and pandemonium broke loose in the stadium. A few moments later the final gun sounded and the Browns had won, 30-28. They were the World Champions.

As Groza rode off the field on teammates' shoulders ecstatic fans tore his jersey to shreds.

For he had done more than simply win a ball game. His expert kick had gained for Cleveland the recognition by the haughty National Football League which Coach Paul Brown had sought for five years—ever since he had organized his "upstart" pro team. In their four previous seasons they had won the championship of the now-defunct All America Conference, but the Nationals had merely snorted, "kid stuff!"

Now in the Browns' first year against the "real" pros, Groza had spelled the difference in three league games. In the Eastern Division playoff against the New York Giants he kicked two field goals for an 8-3 victory, thus booting Cleveland squarely into the championship-deciding game.

The towering, black-haired tackle had also succeeded in changing the character of professional football perhaps more than any other single player in history. He had convinced coaches throughout the league of the importance of a good place-kicker as a primary tactical weapon. So convincing was he that League Commissioner Bert Bell later seriously urged the abolition of the point-after-touchdown, as something which had become "almost automatic." Groza had, in effect, put the "foot" back into football.

That championship-winning kick in 1950, Groza admits, was "the greatest thrill of my life—it was the culmination of everything we had worked for." Nor will Lou's attractive blonde wife "Jackie," a former model, soon forget it. "She was so tensed up after that kick she broke down and cried," he recollects with a grin.

Despite his near-mechanical perfection, Jackie still finds it difficult to

(Continued on page 84)

When stage fever

LIGHTS. Fortunately for the Greenville Players, Ralph Wiebush is an electronics engineer. He's made a dozen spotlights.

COSTUMES. The Guild has accumulated a wardrobe worth $2,000. It's under charge of Ina Whitesell, the backstage dresser.

ANNIE OAKLEY once lived here. But never since her rifle shattered glass balls making Grandma toss her spit-curls and exclaim "For mercy's sake, Henry!" have folks at Greenville, Ohio, been so excited by theatricals.

More than 800 of them deserted TV and canasta last spring to watch their neighbors play *Kiss and Tell*. That ranks Greenville high among the thousand towns of 10,000 population, or less, with home-talent theaters. This year at least two million Americans will attend or be part of community do-it-yourself shows.

New York critics who forever are saying the theater is dying should cross the Hudson—and stop off at Greenville.

"How do you do it?" I asked the soft-speaking, greying director, Martin W. Wogaman. His tiny cluttered office on the second floor of an ancient brick house is headquarters of the Greenville Art Guild Players. "I'd like to pass your secret on to other towns."

"Secret?" he asked as he patted a teetering stack of scripts. "We have none—except the very open one that we want everybody in town to have the fun of getting into our act—even if they just sit out front and pay to do it."

Once they got an extra dividend of merriment. Lois Fair, who is 21 and a green-eyed brunette, was to kiss the leading man. Being a schoolteacher, he may have been smitten by fear of ridicule from the town's small fry, for just as Lois got up a pretty pucker, he started to back away. The lady pursued. She caught him before he got to the wing—and gave him a smack that still echoes in Greenville!

Director Wogaman scorns long-haired gobbledygook about the *thee-aytuh* and refuses to be mysterious and arty. He sees to it that any $3- or $5-paying member (and there are 300 of them!) can drop in at the autumn open-house to vote on the kind of show he wants: mystery, melodrama, family problems, war tragedy, and so on. Wogaman has the final say on the plays selected, of course, but everyone who votes feels he has helped.

As for acting—well, anyone in town and from around the country can try out and hundreds do. Their readings are tape recorded and played back the next day in Wogaman's office. Frequently he makes discoveries.

One was Joe McGreevey. Joe runs a Rexall drugstore on Third and Main Street. Maybe it was a twinkle in his eye that first attracted Wogaman. Maybe it was his drawl. Anyway, Joe made good as an actor and, meeting him, I found it hard to believe that a few years ago he was so shy and spoke so hesitantly he'd had trouble selling toothpaste!

Lois Fair—the gal who kissed her bashful man—is another Wogaman Exhibit A. At age 17 she wore braces on her teeth and if she spoke "lisp," for example, it sounded more like "lift." She blushed like an Arizona sunset when, at Wogaman's insistence, she first attended a try-out and read the Corliss Archer role in *Kiss and Tell*.

"You," Wogaman said with a Shakespearean rumble and a dramatic gesture as she finished; "you, Lois Fair, are going to play Corliss!"

She protested. He insisted. And he won. With some training, Lois mastered her lisp and when she trod the boards she performed like a veteran. That was four years ago, and since then she has been in a dozen plays. By day

(Continued on page 73)

hits town

It can start with five people, says this Ohio impresario. See what happened in Greenville: everybody gets into the act!

By Harry David

PHOTOS: JOE MONROE

SHOW-TALK. After twice-a-week rehearsals, Greenville Players relax for coffee. They helped build their new 250-seat theater.

ACTION. Director Martin Wogaman watches rehearsal of Moliere's comedy, *The Imaginary Invalid*. Season is November to April.

New '56 FORD... the fine

With new 202-h.p. Thunderbird Y-8 engine...

WITH ALL ITS exciting *beauty* and *power* news for 1956, Ford announces the biggest safety news in car history. *It is Lifeguard design*—the first major contribution to driver and passenger safety in accidents.

Two years ago, Ford undertook a program of research and testing to determine the causes of accident injuries . . . so a safer car could be built.

In co-operation with universities, medical associations and safety experts, it was found that over half of serious injuries were caused by drivers being thrown against the steering post, riders striking hard surfaces within the car or being thrown *from* the car. To guard you, Ford developed exclusive Lifeguard design, a new family of safety features described on the opposite page.

Here is the rest of Ford's spectacular news! Ford brings you new Thunderbird styling—long, low lines that only the Thunderbird could inspire.

Ford brings you the magnificent 202-h.p. Thunderbird Y-8 . . . an engine so packed with GO that it is sheer delight to command. And you'll appreciate the reassuring passing power that is yours instantly when instants count.

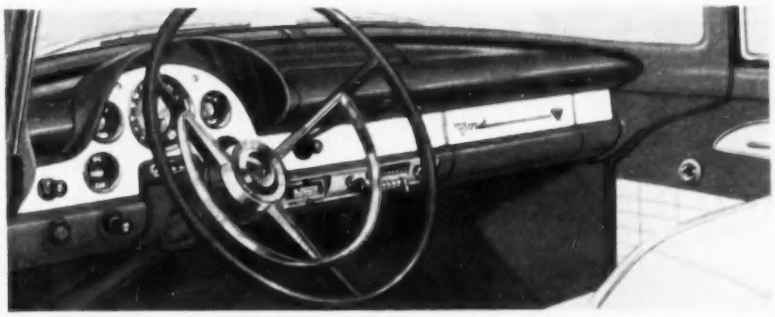
But that's only the beginning. When you learn all the facts at your Ford Dealer's, you'll know that Ford is truly the *fine* car at half the fine-car price.

NEW Thunderbird Y-8 power. Imagine! The 202-h.p. Thunderbird Y-8 engine, with all its lightning, is offered in all Fordomatic Fairlane and Station Wagon models. In Fordomatic Mainline and Customline models you can have the new GO-packed 176-h.p. Y-8. And Ford's new 137-h.p. Six is available in all 18 Ford models for '56.

Styled like the Thunderbird. The new Ford Fairlane Victoria, at left, and the new Ford Parklane Station Wagon, above, are two of Ford's 18 new beauties with styling inspired by the fabulous Ford Thunderbird, at upper left.

car at half the fine car price

with new Thunderbird styling...with new Lifeguard design



New Lifeguard steering wheel complements the beauty of Ford's modern instrument panel

NEW Lifeguard safety features. They include Ford's Lifeguard steering wheel (deep-center structure acts as a cushion in the event of accident) . . . Lifeguard double-grip door locks (designed to give extra protection from doors springing open) . . . optional Lifeguard cushioning for instrument panel and sun visors (to lessen injuries from impact) . . . optional Lifeguard seat belts (that keep occupants securely in their seats for added safety). And you get all these Lifeguard features *only in Ford.*

When you learn the full Lifeguard story, you'll know Ford has done something definite and important to protect you and yours.

PHOTOS: WALTER CHANDOHA

BEAGLES—FAVORITES SINCE '53. After 12 years in second place, they're now tops in registration with American Kennel Club.

BOXERS—MOVING UP FAST. With registrations climbing steadily, boxers last year nosed out cocker spaniels for No. 2 spot.

COCKER SPANIELS—STILL LOVED, BUT THIRD. Silky fellows like these led in popularity for 17 years—from 1936 until 1953.

A famous dog showman tells how to . . .

Pick a pup and raise him right

By Perry Hume Davis II

A WORRIED neighbor recently introduced me to her nervous, excitable, six-week-old pup. "We bought him for our little boy," she said, "but the dog just runs away from Junior, or snaps at him."

As tactfully as I could, I explained that the puppy was far too young to cope with a rowdy three-year-old, and that he was not an ideal breed for a child's companion at that. There are 20 million dogs in the United States, and too many of them are bought without regard to their suitability to the homes where they will live. And once home, too many are raised by rules that are little more than old wives' tales.

Because the need for accurate information seems so great, I took 17 questions, the ones most often asked about dogs, to Dr. W. F. Irwin, president of the American Animal Hospital Association, and Clinton J. Callahan, president of the Professional Handlers Association. Here's what these experts told me, together with some of my own experiences:

Q. *Are mongrels smarter than purebreds?*

A. Usually, no. Purebreds lean toward their inbred characteristics (i.e., hunting, guarding, racing, etc.). Crossbreds have few or none of these inborn traits. To assume that trained-dog acts use crossbred animals because they are smarter is wrong; the truth is simply that mongrels have fewer natural inclinations to "unlearn."

It's better not to teach your dog tricks, anyway. Many dogs resist learning parlor stunts because such performances are beneath their dignity. Dogs' best "tricks" are the mannerisms they teach themselves; I know a bulldog who reaches out both huge forepaws to hold hands with people he likes. It's his own idea.

Q. *Are mongrels healthier than purebreds?*

A. No. There is such a thing as hybrid vigor. However, bodily strength is a "built-in" trait among most purebreds; both mother dogs and offspring get better care than is usually the case with crossbreds, tend to be healthier.

Q. *Which breeds are best?*

A. That depends on your family, where you live and what you want your dog to do. The American Kennel Club recognizes about 130 separate breeds; among these are dogs to fill almost every need.

If you want a hunting dog, pick a breed developed to handle the particular kind of game you're after. Irish setters, English setters, and pointers are top-notch bird dogs. Springer spaniels are wonderful for woodcock, and the cocker is a remarkable all-round bird dog. For water fowl, Chesapeake Bay retrievers, Labradors and Irish water spaniels are outstanding. (So are French poodles, if you don't keep them trimmed down in the accepted pompon haircut!) If you're a rabbit hunter but want a small dog around the house, you'll be delighted with a beagle.

If you're seeking a house pet, a short-haired "working or non-sporting" dog has advantages; they are easier to keep clean and trim. Dachshunds, airdales, Kerry blues, and springer spaniels are among others that also make excellent family pets.

Q. *Which are best with children?*

A. Giving advice here is ticklish, because so much depends on the individual dog, the child, and the child's parents. In most cases, if you acquire the dog before the child, there's no problem whatever. Your dog will instinctively guard the child, at least until the latter can fend for himself.

Both of our dogs loved and protected our baby from harm till she was about a year old. Then, the older dog, a crossbred female, decided she'd done enough for the child and we had to give the animal away. The boxer, on the other hand, was devoted to the day of his death; when Susan's games got too rough, he'd simply walk away.

When buying a dog specifically for a child already on the scene, get one old enough to stand up to the child, and to understand what is going on, yet young enough not to be set in its ways. The ideal age is between 6 and 18 months.

With some exceptions, I don't believe that most terriers, German shepherds or collies are good children's dogs because they are too high-strung. Hounds, most of the sporting dogs, and the bulldog types are excellent. Actually, the problem is not always so much the dog as the child. A poorly-trained child can wreak as much havoc as the "wrong" dog, and too many parents are prone to blame it all on the pet.

Q. *Should you get a male or female?*

A. Unless you want to raise pups I'd favor the male. Females show a greater tendency toward jealousy around small children, and have shorter tempers. They also require close chaperoning twice a year. However, they are frequently easier to housebreak than males, they're easier on shrubbery, and are more affectionate.

Q. *Should a female be spayed?*

A. No; spaying often ruins both her personality and her figure, unless

(*Continued on page 94*)

CAN YOU PICK 'EM LIKE A PRO? Just for fun, check which pup you think is the best in each litter. Then turn to page 96 to see if you're right. We asked Clinton J. Callahan, well known handler and judge, for his professional opinion.

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☐ **Rexall Monacet Tablets** for headache. Aspirin, phenacetin and caffeine for quick, prolonged relief. 25, now **2 for 34¢**; 100, **2 for 80¢**

☐ **Rexall Foot Powder** relieves tired, tender, burning feet. Absorbs perspiration, destroys odor, helps reduce friction and prevent irritation. 4 oz. . **2 for 40¢**

☐ **Rexall Rex-Salvine** for burns. Antiseptic salve soothes minor burns, scalds, scratches and cuts. Relieves surface pain, inhibits germ growth. 1½ oz., **2 for 58¢**

☐ **Rexall Rex-Salvine, Aerosol.** Like above but in 5-oz. push-button can. . . **2 for $1.40**

☐ **Rexall Pabizol For Upset Stomach.** Also relieves simple diarrhea due to over-indulgence in food or drink. Pleasant-tasting, not habit forming. 4-oz. bottle, 55¢, **2 for 56¢**

☐ **Rexall Antacid Gas Tablets** neutralize excess stomach acidity, ease gastric distress, flatulence. Bottle of 40, 39¢, now **2 for 40¢**

☐ **Rexall Eudicaine Ointment For Itching Skin Irritations.** Especially useful in cases of stubborn diaper rash. Antiseptic and analgesic. 1-oz. tube, reg. 59¢, now **2 for 60¢**

☐ **Rexall Fungi-Rex For Athlete's Foot.** Gives fast, effective relief from itching discomfort. Greaseless salve, 1½-oz. tube, 75¢ **2 for 76¢**; 4-oz. Aerosol, $1.59, **2 for $1.60**

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☐ **Rexall White Liniment** for muscular aches, pains and stiffness caused by over-exertion or exposure. 4 oz., 39¢, **2 for 40¢**

Your Rexall Druggist is a prescription specialist . . . dedicated to the health and welfare of your community.

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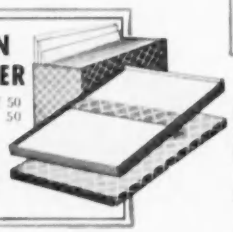

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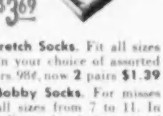
Choice centers covered with rich dark or milk chocolate.



ELECTREX HEATING PAD

Save $1.80! It's wet-proof, 3-speed; has green flannel cover.

$5.49 Value, Now **$3.69**

☐ **Men's Nylon Stretch Socks.** Fit all sizes from 9½ to 14. In your choice of assorted patterns and colors. 98¢, now **2 pairs $1.39**

☐ **Nylon Stretch Bobby Socks.** For misses and ladies. Fit all sizes from 7 to 11. In a wide choice of all popular dark or pastel solid colors. 79¢, now. . . . . **2 pairs $1.01**

☐ **Cannon Dry-Fast Turkish Towel,** thick, heavy terry cloth; popular 20" x 40" size in choice of lovely colors. Now. . . . **2 for 99¢**

☐ **Cannon Dry-Fast Wash Cloth,** 12" square in colors to match towels above. . **2 for 29¢**

☐ **Cannon Dry-Fast Dish Cloth**. . **2 for 27¢**

☐ **Cannon Dry-Fast Dish Towel.** Made of long-wearing, lint-free cotton . . . **2 for 49¢**

☐ **Golden Wand Lint Brush**. . . . **2 for $1.51**

☐ **Leather Key Case.** Genuine leather in smart finishes and colors with snap-over fastener and 6 key hooks. Now. . **2 for 30¢**

☐ **Pocket Knife.** Hand-edged, high carbon steel blades. Choice of style and handle, each 3" to 3¼" in length. Now. . **2 for 80¢**

☐ **Scout Flashlight Battery,** leakproof, standard size. A 15¢ value, now . . . . . **2 for 21¢**

☐ **Christmas Tree Icicles,** 60 long lead foil strands. Buy early and save! . . . . **2 for 13¢**

☐ **Air Refresher,** 5-oz. Aerosol. Quickly counteracts kitchen odors, smoky atmosphere, etc. with fresh aroma. . **2 for $1.29**

☐ **Moth Fume Crystals,** pound. . . . **2 for 80¢**

☐ **Rexall Ammoniated Toothpaste,** sweetens breath, leaves mouth refreshed. No "ammoniated after-taste". . . . . **2 for 61¢**

☐ **Rexall Milk Of Magnesia Tablets,** for relief of acid-upset stomach and constipation. 36 in pocket-size tin. Now. . **2 for 29¢**

Rexall drug products are guaranteed to give satisfaction or your money back

FOR ONE PENNY MORE

SALE

STORES EVERYWHERE

EVERY ITEM IN THIS SALE IS REGULAR GUARANTEED REXALL MERCHANDISE

Use this ad as your shopping list and order in advance if you wish. Your Rexall Druggist will gladly lay away your order to be picked up any time during Rexall 1¢ Sale.

REXALL PANOVITE WITH MINERALS

One daily capsule supplies more than your minimum daily requirement of vitamins A, D, B_1, B_2 and C, plus B_6, B_{12}, calcium pantothenate, niacinamide and 11 important minerals — including iodine and iron. Bottles of 100 capsules. Stock up!

Reg. $4.95 — 2 for $4.96

REXALL RUBBING ALCOHOL

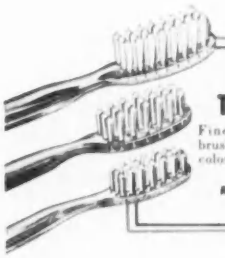
Reg. 48¢ — 2 for 70¢

For quick relief of sore, aching muscles due to over-exertion or exposure. Refreshing, stimulating. Full pints.

REXALL GLYCERIN SUPPOSITORIES

Reg. 43¢ — 2 for 44¢

Two types — children's and adults'. Firm, yet pliable. Bottles of 12. Stock up now and save.



KLENZO TOOTHBRUSHES

Fine quality nylon-bristled brushes in your choice of several colors, medically approved styles.

Reg. 39¢ — 2 for 40¢

CASCADE CHRISTMAS CARDS

20 different, colorful cards. Reg. 60¢ — 2 for 61¢

De Luxe Christmas Cards, 20 exquisite, extra-large cards. Regularly $1.19 . . . 2 for $1.20

STOCK UP ON THESE FAMILY REMEDIES

☐ **Rexall Rex-Rub** helps relieve muscular aches and pains caused by over-exertion and exposure. Stimulating, greaseless solution. 6-oz. bottle, 89¢, 2 for **90¢**

☐ **Rexall Chlorophyll Mouthwash** has foaming action that gets where your toothbrush can't. Sweetens breath. Pint, 79¢, now 2 for **80¢**

☐ **Rexall Eyelo Eyewash** soothes, cools and cleanses. Reduces irritation caused by wind, dust and bright sun. With unbreakable eye-cup. ½ pint, 69¢, 2 for **70¢**

☐ **Rexall Petrofol** mineral oil laxative. Gentle, tasteless and non-habit forming; mechanical action relieves constipation quickly. Pint, 2 for **60¢**

☐ **Rexall Aspirin**, 5 grain. No faster-acting aspirin made. Bottle of 36, 27¢, 2 for **28¢**

☐ **Rexall Mucilloid Bulk Laxative**. Gentle, effective, non-irritating. Provides bulk and lubrication for relief of temporary constipation. Pound, $2.79, now . . 2 for **$2.80**

☐ **Rexall Diuretic Pills** relieve minor irritations of the urinary tract by stimulating the kidneys. Bottle of 60, 69¢, now . . 2 for **70¢**

☐ **Rexall Beef, Wine & Iron Tonic** stimulates the appetite, tends to increase red blood cells in simple nutritional anemia. Pint, regularly $1.50, now . . . . . 2 for **$1.51**

☐ **Rexall Gypsy Cream For Irritated Skin**. Protects, soothes and relieves the discomfort of sunburn and minor skin irritations. Greaseless, stainless. ½ pint, 69¢, 2 for **70¢**

☐ **Rexall Sweet'n-ets Sprinkle** sugar substitute gives all of the taste, none of the calories. 2¼-oz. sprinkle-top shaker contains equivalent of 200 tsps. sugar. 2 for **66¢**

FOR COUGHS AND COLDS

☐ **Rexall Rexillana For Coughs**. Highly effective in relieving dryness, tickling and discomfort of coughs due to colds. 4 oz., regularly 59¢, now . . 2 for **60¢**

☐ **Rexall Aspirex Cough Drops**. Contain aspirin to relieve pain of minor throat irritations and distress of coughs due to colds. 15¢ . . . . 2 for **16¢**

☐ **Rexall Antihistamine Tablets For Colds**. Give quick relief from the sneezing and misery of colds and hay fever. 15, 2 for **50¢**

☐ **Rexall Special Cold Tablets**. Quickly relieve nose and throat irritation and help reduce fever of colds. Proven formula contains a gentle laxative. 30, 39¢, 2 for **40¢**

☐ **Rexall Aqueous Nose Drops**. Quickly relieve nasal congestion. 1 oz., 49¢, 2 for **50¢**

☐ **Rexall Mi-31 Throat Tablets**. Relieve irritation. Antiseptic. 24, 25¢, now . . 2 for **26¢**

☐ **Rexall Cherry Bark Cough Syrup**. Soothes minor bronchial irritation, relieves coughs due to colds. ½ pint bottle, regularly 89¢, now, during sale . . . . 2 for **90¢**

. . . BUT VALUES TOO GOOD TO MISS!

Coffee Patties, ½ pound . . . . 2 for **76¢**
English Rum and Butter Toffee, 7-oz. window boxes, now just . . . . . 2 for **50¢**
Bag O'35 Pops, now just . . . . 2 for **49¢**
Vanilla Fudge Cups, 15 . . . . . 2 for **59¢**

CHOCOLATE PEPPERMINT PATTIES

7-oz. boxes — Now 2 for 76¢

Refreshing, creamy mints coated with fine bittersweet chocolate.

Chocolate-Covered Cocoanut, Butterscotch Cream Patties, 7-oz. boxes, now just 2 for **76¢**

Pr., $1.09 Value Now 2 pairs $1.51

SPUNTEX NYLON HOSIERY

51 gauge, 15 denier — plain or dark seams. New, lovely shades.

60 Gauge, 15 Denier, Pair $1.29 value, now . . . . . 2 pairs **$1.76**

MEDFORD FACIAL TISSUES

2 boxes of 200 39¢

White, soft, yet strong. Stock up ahead and save.

REXALL pH7 TOOTHPASTE

With anti-enzyme factor. Choose with or without chlorophyll.

Now 3 giant tubes 89¢

REXALL MINERAL OIL

Gentle laxative action. Non-fattening.

Pint, 85¢ Value Now 2 for 86¢

Quart, $1.25 . . 2 for **$1.26**

59¢ Value Now 41¢

REXALL PLASTIC QUIK-BANDS

Flexible adhesive bandages. Plain or mercurochrome.

☐ **Rexall Rex-Seltzer**, effervescent alkalizer tablets relieve acid-indigestion, simple headaches and discomfort of colds, neuralgia and minor muscular aches and pains. 25-tablet bottles, now . . . . . 2 for **59¢**

☐ **Rexall Aga-Rex**, mineral oil laxative with phenolphthalein. Pleasant-tasting, effective, non-fattening. Pints, now . . . . 2 for **$1.11**

☐ **Rexall Camphorated Oil**, excellent chest rub and counter-irritant for sprains, bruises, stiff aching muscles due to fatigue or exposure. 4-oz. bottles, now . . . . . 2 for **60¢**

☐ **Rexall Epsom Salt**, U.S.P. purity and strength. 1-pound boxes, now . . . . 2 for **46¢**

☐ **Rexall Boric Acid Ointment**. Protective application and healing aid for cuts, chafing or minor burns. 1-oz. tubes, 2 for **32¢**

☐ **Rexall Zinc Oxide Ointment** helps promote healing of chapped, chafed or irritated skin or minor burns. Soothing and protective. 1-oz. tubes . . . . . 2 for **30¢**

☐ **Rexall Carica Bile Tablets** for indigestion and constipation due to bile deficiency. 100-tablet bottles, now . . . . . 2 for **$1.18**

☐ **Rexall B-Complex Capsules**, valuable diet supplement in conditions due to a deficiency of Vitamin B. Contains important vitamin B factors plus calcium pantothenate. Bottles of 100 . . . . . 2 for **$2.60**

☐ **Rexall Tiny Tot Baby Oil**, 6 oz.; or **Lotion**, 6 oz.; or **Cream**, 2 oz. . . . . 2 for **58¢**

☐ **Cascade Filler Paper**, 100-sheet packs. Wide or narrow-ruled. 5-hole punch to fit 2- or 3-ring binders. 50¢ value . 2 for **79¢**

☐ **Playing Cards**, single decks for bridge, poker or pinochle, now . . . . . 2 for **96¢**

TURN THE PAGE FOR MORE 1¢ SALE BARGAINS

Rexall

You can depend on any drug product that bears the name Rexall

GET TWICE AS MUCH FOR

REXALL 1¢ ONE CENT

AT REXALL DRUG STORES

Important Note: The items listed in this advertisement are regular, guaranteed Rexall products—freshly stocked by Rexall Family Druggists for this great money-saving event. Only the increased volume resulting from the 1¢ Sale enables them to offer you such quality at such tremendous savings.

STATIONERY SAVINGS

- ☐ **1. Satin Stripe Stationery.** New pastel blue paper with faint watermark stripe. 48 single sheets and 24 matching envelopes, regularly $1.00, now.....2 for **$1.01**
- ☐ **2. Parchment Notes.** High quality, distinctive paper with dainty gold and blue design. 20 french-fold notes, 20 envelopes, regular $1.00 box, now.....2 for **$1.01**
- ☐ **Needlepoint Stationery.** Has full color picture top of needlepoint design. 72 large sheets, 36 envelopes, reg. $1.50, 2 for **$1.51**
- ☐ **Embossy Boxed Stationery.** 24 sheets have dainty embassy crest. 12 plain sheets with 24 matching env. $1.00, 2 for **$1.01**
- ☐ **White Mist Parchment.** New Snu White Parchment paper. You get 30 large Forsythe sheets, 24 envelopes. Reg $1.00, 2 for **$1.01**
- ☐ **Scalloped Gold Stationery.** White vellum, with die-cut scallop effect, gold-bordered edges. 36 sheets, 24 envelopes, 2 for **$1.01**
- ☐ **Tradition Linen.** Rich, extra-heavy, large white paper—60 sheets, 36 envelopes, in gift box. Regularly $1.50, now.....2 for **$1.51**
- ☐ **Fashion Flair Stationery.** Edges and envelope flaps have fashionable red plaid trim. 36 sheets, 24 envelopes...2 for **$1.01**
- ☐ **Speedlines, Air Mail.** 80 white sheets, 30 envelopes with printed lining. Airmail stickers included. $1.00 box, 2 for **$1.01**
- ☐ **Royalton Writing Paper.** Distinctive white paper with faint watermark. 20 single sheets, 20 envelopes, smartly boxed. Regularly 85¢, now.....2 for **86¢**
- ☐ **Little Friends Notes.** Box of 12 notes, all different, gold-treated and lithographed in 6 colors on white vellum paper. 12 envelopes. Regularly 60¢, now.....2 for **61¢**
- ☐ **3. Cascade Retractable Ball Pen,** with chromed satin finish and new streamlined features found on more expensive pens. Regularly $1.89, now.....2 for **$1.90**
- ☐ **4. Elite Linen Tablets.** Ruled or unruled linen-finish paper in choice of note-size or letter-size pads. Reg. 25¢ tablets, 2 for **26¢**
- ☐ **5. Elite Linen Envelopes.** Social size, to match above paper. Reg. 25¢.....2 for **26¢**
- ☐ **Continental Sketches.** New! Beautifully illustrated with world-famous points of interest from water color drawings. 24 French-fold notes and envelopes. $1.00, 2 for **$1.01**
- ☐ **Shadowline Paper.** Popular new "shadow-line" effect on fine quality white paper. 40 large flat sheets with 20 envelopes. Regular $1.00 box, now.....2 for **$1.01**
- ☐ **Woodland Notes.** New, original Woodland designs reproduced in delicate pastels. Box of 12 french-fold notes, 12 envelopes, regularly 60¢, now.....2 for **61¢**
- ☐ **Retractable Ball Pen.** Quality pen in choice of smart colors; gold trim on cap or clip. New, non-smear ink. Uses BB refill. Regularly $1.29 each, now.....2 for **$1.30**
- ☐ **"All-In-One" Ball Pen Refill.** Fits more than 150 pens—including all leading brands. Choose blue, black, or red. Stock up! Regularly 49¢, now.....2 for **50¢**
- ☐ **Cascade Lead Pencils,** reg. 5¢...2 for **6¢**
- ☐ **Air Mail Tablet.** Crackle-finish onion skin, unruled. 6"x10". Regularly 25¢...2 for **26¢**
- ☐ **Commercial Envelopes.** 6¾ size, white. Jumbo packs, regularly 10¢ and 25¢ each, during sale only, 2 for **11¢** and 2 for **26¢**
- ☐ **Commercial Envelopes,** No. 10 (lg. size) white envelopes, reg. 15¢ packs...2 for **16¢**

FAMILY NEEDS

- ☐ **1. Atomizer** for perfume or cologne. Lovely, rich colors with 24K gold-plated metal trim. Gift-boxed. $1.50, 2 for **$1.51**
- ☐ **2. Victoria Hot Water Bottle.** Standard 2-qt. capacity, red. $2.69.....2 for **$2.70**
- ☐ **Victoria Hot Water Bottle.** 2-heat type, one side smooth, the other finned. Red, high quality rubber, molded in one piece. Regularly $3.19 each, now.....2 for **$3.20**
- ☐ **Victoria Syringes.** 2-qt. fountain, $3.00, 2 for **$3.01**; combination.....2 for **$3.60**
- ☐ **Columbia Household Gloves,** natural latex, non-slip finish. Reg. 69¢, 2 for **70¢**
- ☐ **Plastic Shower Cap.** Reg. 29¢, 2 for **30¢**
- ☐ **Klenzo "Cellulite" Sponge,** extra-rugged for scrubbing, dishes, etc. Choice of 4 smart colors. Regularly 35¢ each.....2 for **36¢**
- ☐ **Rex-Ray 9-Ft. Extension Cord.** 3-way tap. Brown or white. Reg. 79¢.....2 for **80¢**
- ☐ **Elkays Wickstyle Household Deodorant.** Pleasant-scented. 6 oz., 59¢.....2 for **60¢**
- ☐ **Mothproofer,** 12-oz. Aerosol, 2 for **$1.96**
- ☐ **Monreale Olive Oil,** finest quality, imported—for cooking, dressings, etc. 12-oz. bottle, reg. $1.19, now.....2 for **$1.20**
- ☐ **Ash Tray,** bean bag type, $1.00, 2 for **$1.01**
- ☐ **Shoe Laces,** Trim-Tie, 27" long; black, brown or white. Reg. 10¢ pair...2 for **11¢**
- ☐ **Key Chain.** Gold color, watch fob type with novel "old time" decoration, 98¢, 2 for **99¢**
- ☐ **3. Rexall No. 6 Pine Oil Disinfectant** deodorizes, cleans, disinfects—all at once. Economical (use one gallon water to 4 tablespoons disinfectant). Non-corrosive, non-caustic when used as directed. Pint bottle, regularly $1.19.....2 for **$1.20**
- ☐ **Flashlight,** 2-cell with chrome plated steel case, 3-way switch. Reg. 89¢.....2 for **90¢**
- ☐ **Men's Leather Watch Straps** by Hamilton. Pigskin or calfskin, reg. $1.00, 2 for **$1.01**
- ☐ **Sportsman Pipe.** Imported briar; choice of finish, regularly $1.00.....2 for **$1.01**
- ☐ **Klenzo Nylon Bath Brush.** Extra-soft nylon bristles; lustrous plastic back and handle. Regularly $1.50.....2 for **$1.51**
- ☐ **Klenzo Nylon Hand Brush.** Sturdy nylon bristles. Regularly 50¢, now.....2 for **51¢**
- ☐ **Klenzo Nylon Military Hair Brush.** Fine, long-lasting bristles, reg. $2.00, 2 for **$2.01**
- ☐ **"8480" Emery Boards.** Strong, flexible. Regular 15¢ packs of 10, now.....2 for **16¢**
- ☐ **"8480" Nail Clipper,** Reg. 49¢, 2 for **50¢**
- ☐ **"8480" Tweezers.** Shiny forged steel in 3 styles. Regular 25¢ each.....2 for **26¢**
- ☐ **Pocket Lighter,** reg. $1.98.....2 for **$1.99**
- ☐ **York Plastic Billfolds,** men's, women's, smart styles, colors. Reg. $1.00, 2 for **$1.01**
- ☐ **Safety Pins,** reg. 10¢ bunch.....2 for **11¢**
- ☐ **Tiny Tot Lollipops,** cluster of 6. Assorted flavors, safety handles. Reg. 10¢, 2 for **11¢**
- ☐ **Men's White Handkerchiefs**...2 for **26¢**

SHAVING NEEDS

- ☐ **1. Rexall Ready-Shave.** Push-button Aerosol. 10 oz., $1.00.....2 for **$1.01**
- ☐ **2. Rexall Shave Cream.** 2¾ oz. regular or 2½ oz. brushless. Reg. 43¢...2 for **44¢**
- ☐ **Lavender Aerated Shave Cream.** Regular or menthol. 10-oz. Aerosol...2 for **$1.01**
- ☐ **Lavender After-Shave Lotion.** Pleasant, brisk fragrance. 4 oz., reg. $1, 2 for **$1.01**
- ☐ **3. Rexall Shaving Lotion.** Spicy, masculine fragrance. 6 oz., reg. 59¢...2 for **60¢**
- ☐ **4. Klenzo Lather Brush.** Fine bristles cased with pure badger. $2.50, 2 for **$2.51**
- ☐ **Rexall Bay Rum.** Bracing after-shave lotion. Pint, regularly 59¢.....2 for **60¢**
- ☐ **Permedge Razor Blades.** 20 double or 18 single edge, reg. 49¢ pkgs.....2 for **50¢**

CHRISTMAS WRAPS

- ☐ **Wide Rayon Ribbons.** ⅝" x 15 yds. in colors, some striped, reg. 25¢...2 for **26¢**
- ☐ **Deluxe Christmas Gift Paper.** Fine quality papers with high-styled holiday designs. Package of two big 20" x 30" sheets, regularly 25¢ each, now.....2 for **26¢**
- ☐ **Aluminum Foil Gift Wrap.** Choice of colorful designs. 20" x 20" roll, 2 for **51¢**
- ☐ **Curling Tie Ribbon,** 25¢. Christmas colors...2 for **26¢**
- ☐ **Rayon Ribbon Hanks,** 9 ft. each, regularly 10¢, now.....2 for **11¢**
- ☐ **Seals, Tags, Cards,** reg. 10¢...2 for **11¢**

BEAUTY BUYS—STOCK UP NOW AND SAVE

- ☐ **1. Adrienne Sequoia Pine Soap** with lanolin. Box of 4 cakes, $1.39...2 for **$1.40**
- ☐ **2. Dainty Deodorant Cream.** Odorless anti-perspirant, 1⅛-oz. jar, 49¢...2 for **50¢**
- ☐ **Lavender Soap with Lanolin.** Especially recommended for dry skin. Four 4½-oz. cakes, regularly $1.39, now...2 for **$1.40**
- ☐ **Adrienne Dry Skin Soap** with lanolin. Exceptionally mild soap. Box of 4 cakes, regularly $1.39, now.....2 for **$1.40**
- ☐ **Adrienne Rose Geranium Soap** with lanolin. Box of 4, reg. $1.39...2 for **$1.40**
- ☐ **Lavender Cologne Deodorant.** Fresh fragrance. 4 oz. Reg. $1.00.....2 for **$1.01**
- ☐ **Lavender Cologne Stick.** Light, dainty fragrance. Reg. $1.25.....2 for **$1.26**
- ☐ **Lavender Deodorant Talcum** with Hexachlorophene, 3⅛ oz., reg. 60¢.....2 for **61¢**
- ☐ **Adrienne Woodsy Cologne Stick,** new refreshing scent. Reg. $1.25...2 for **$1.26**
- ☐ **Adrienne Sequoia Pine Bath Oil.** Softens water. 6-oz. bottle, reg. $1.00, 2 for **$1.01**
- ☐ **3. Dainty Deodorant Stick.** No waste, no muss. 2½ oz. Reg. $1.00.....2 for **$1.01**
- ☐ **4. Dainty Mist Spray Deodorant,** 1½-oz. plastic squeeze-bottle. Reg. 75¢, 2 for **76¢**
- ☐ **Dainty Deodorant Cologne.** Delicately scented. 3 oz., reg. $1.00.....2 for **$1.01**
- ☐ **Dainty Deodorant Powder,** after-bath refresher. 4-oz. can, reg. 60¢...2 for **61¢**
- ☐ **Adrienne Deodorant Lotion,** with light fragrance. Regularly $1.00...2 for **$1.01**
- ☐ **Mascal's Hand Lotion.** Smoothing, softening. Pint, regularly $1.00.....2 for **$1.01**
- ☐ **Ilasol Hand Lotion.** Non-sticky, fast-drying. 8-oz. bottle, regularly 89¢, 2 for **90¢**
- ☐ **Adrienne "All-Purpose Cream,"** 3½ oz.; **Cold Cream,** 3 oz.; **Cleansing Cream,** 3¼ oz.; or **Hand Cream,** 4¼ oz. Each, regularly $1.00, now.....2 for **$1.01**
- ☐ **"8480" Talcum.** Soft, fragrant, absorbent talc. 1 lb., regularly 75¢.....2 for **76¢**
- ☐ **Velour Powder Puffs,** 3", 15¢, 2 for **16¢**
- ☐ **Foam Rubber Powder Puffs**...2 for **11¢**
- ☐ **5. Adrienne Colognes.** Choice of Woodsy, Floral or Exotic Essence—each delightful, distinctive. Reg. $1.25 ea.....2 for **$1.26**
- ☐ **6. Adrienne Garden Spice Cologne Stick.** Garden fresh, subtle, spicy fragrance. 2½ oz., regularly $1.25.....2 for **$1.26**
- ☐ **Adrienne Garden Spice Cologne.** Same lovely fragrance for your dressing table. Regularly $1.50.....2 for **$1.51**
- ☐ **Adrienne Liquid Cleanser.** Deep, deep cleansing cream in new, neat liquid form. Regularly $1.50, now.....2 for **$1.51**
- ☐ **Adrienne "Magic Tone" Liquid Rouge.** Smooth one drop on each cheek with finger tips. Blends evenly for radiant, youthful glow. Regularly $1.00, now...2 for **$1.01**
- ☐ **Rexall Theatrical Cleansing or Cold Cream.** Favorites of theatrical profession. 1 lb. jar, regularly $1.25 each...2 for **$1.26**
- ☐ **Rexall Antiseptic Deodorant Talc,** absorbs perspiration, helps prevent chafing. 9-oz. can, reg. 59¢.....2 for **60¢**
- ☐ **7. Adrienne Perfumed Bubble Bath.** Box of 20 packets—4 each of 5 lovely fragrances. Softens water. Regular 75¢ box...2 for **76¢**
- ☐ **8. Adrienne Indelo Lipsticks.** 6 flattering shades plus exciting "goes with all" Magic Red (the color adapts to your lips for perfect blend). Reg. $1.00 each...2 for **$1.01**
- ☐ **Indelo Lipbrush,** reg. 75¢, now 2 for **76¢**
- ☐ **Helen Cornell Bubble Bath.** Luxuriant, lasting bubbles. Reg. $1.00.....2 for **$1.01**
- ☐ **Helen Cornell Hormone Cream.** Contains 10,000 International Units natural estrogenic hormones per ounce. 2-oz. jar, regularly $1.50, now.....2 for **$1.51**
- ☐ **Adrienne Face Powder.** Choice of 4 shades in Regular or Compressed. Each, regularly $1.00, now.....2 for **$1.01**
- ☐ **Adrienne Powder Puffs.** Choose either Compressed Puff, reg. 15¢, 2 for **16¢**; Velour Puff, reg. 25¢, 2 for **26¢**; or "Pompuff," package of 6 puffs in assorted colors, regularly 10¢, now.....2 for **11¢**

← Be sure to check preceding pages again—don't miss any bargains!

A PENNY MORE

SALE

EVERYWHERE

NOW! 6 BIG SALE DAYS

MONDAY	OCTOBER 17
TUESDAY	OCTOBER 18
WEDNESDAY	OCTOBER 19
THURSDAY	OCTOBER 20
FRIDAY	OCTOBER 21
SATURDAY	OCTOBER 22

HAIR GROOMING NEEDS

- ☐ 1. **Combs** in every size and style. Now, 2 for 11¢, 2 for 20¢, 2 for 26¢, 2 for 30¢
- ☐ 2. **Lavender Shampoo**. 6 oz., 2 for $1.01
- ☐ **Helen Cornell Shampoo**. 4-oz. jar Cream Shampoo or 8-oz. bottle Liquid or Coconut Oil Shampoo. Reg. 98¢, now . . . . 2 for 99¢

FOR MEN

- ☐ **Rexall Antiseptic Hair Tonic**. Helps control dandruff. 5 oz., 60¢, now . . . . 2 for 70¢
- ☐ **Lavender Cream Hair Tonic** with Lanolin. Non-drying. 6 oz., 1.00, now . . . 2 for $1.01
- ☐ **Lavender Hair Dressing**. 4 oz. . . . 2 for 76¢
- ☐ **Lavender Hair Oil**. 6 oz., $1 . . 2 for $1.01
- ☐ **Rexall Hair Oil**. 5 oz., 49¢, now 2 for 50¢

FOR WOMEN

- ☐ 3. **"Stardust" Professional Hair Brush**. Nylon bristles in colorful back. 2 for $2.01
- ☐ **Helen Cornell Hair Nets**. Snug fit, choice of 2 shades. Reg. 10¢, now . . . . . 2 for 11¢
- ☐ **Helen Cornell Hair Rinse**. 8 oz., 2 for 99¢
- ☐ **Rexall Peroxide of Hydrogen**. 6%, 20 volume. 4-ounce bottle, 21¢, now 2 for 22¢
- ☐ **Helen Cornell Hair Bandeau**, 2 for 40¢
- ☐ **Klenzo Hair Brushes**, half-round, professional, club styles. Reg. $1.00. . 2 for $1.01
- ☐ **Klenzo Purse-Size Hair Brush**. Glossy nylon bristles. Reg. $1.00, now . . . 2 for $1.01

DENTAL NEEDS

- ☐ 1. **Klenzo Dental Plate Brush**. Choice of colors, white nylon bristles. 59¢, 2 for 60¢
- ☐ 2. **Rexall Dental Floss** in acetate vial with cutting edge. 30 yds. 25¢, now . . . 2 for 26¢
- ☐ **Rexall Denture Adhesive Powder**. Non-irritating. 3-oz. can, reg. 60¢, now 2 for 61¢
- ☐ 3. **Rexall Milk of Magnesia Toothpaste**. Neutralizes mouth acids, has calcium carbonate to provide fast, safe polishing action. 3¾ oz., 2 for 40¢; 5½ oz., 49¢ . . 2 for 50¢
- ☐ **Rexall Dental Plate Cleaner**. 4 oz., 2 for 61¢; 7½ oz. self-acting type, now 2 for 70¢

Helen Cornell Bobby Pins	Black or bronze. Cards of 24 regular or 18 rubber-tipped, reg. 10¢ each. Now	2 for 11¢
Rexall Saccharin Tablets	No unpleasant after-taste. Each ½-gr. tablet equals tsp. sugar. 1,000, $1.26	2 for $1.27
Christmas Gift Wraps	Your choice of several colorful holiday designs. In packs of two 20" x 30" sheets. 10¢	2 for 11¢
Rexall Shampoo	One shampoo the whole family will like. Floats away loose dirt and dandruff, leaves hair sparkling. 5oz., 59¢	2 for 60¢
Adrienne Liquid Lanolin	Nature's own softener, conditioner for your skin, hair and scalp. 4 oz., reg. $1.50	2 for $1.51

VITAMIN VALUES

- ☐ 1. **Rexall Multi-Vitamin V-10 Tonic**. Excellent appetite stimulant. Supplies 5 times M.D.A.R.* of iron, twice M.D.A.R. of vitamin B_1 and M.D.A.R. of vitamins A, D and B_2, taken as directed. Pt., $1.99. 2 for $1.99
- ☐ 2. **Rexall Cod Liver Oil**, High Potency. Valuable child's diet supplement. One teaspoonful has 1½ times M.D.A.R.* of vitamins A & D. Full pt., reg. $1.49, 2 for $1.50
- ☐ **Rexall 5X Multi-Vitamins**. One tablet supplies 5 times M.D.A.R.* all vitamins with known minimums! 50 . . 2 for $6.96
- ☐ **Rexall Vitamin B_{12} Concentrate**. 100 10 mcg. tablets, reg. $2.30 . . . 2 for $2.31 100 5 mcg. capsules, $1.40 . . . 2 for $1.41
- ☐ **Rexall Thiamin Chloride (B_1) Tablets**. 5 mg. bottle of 100, 98¢, now . . . 2 for 99¢
- ☐ **Rexall Thiamine Hydrochloride Tablets**. 25 mg. 100, reg. $2.98, now . . . 2 for $2.99
- ☐ 3. **Rexall Brewer's Yeast Tablets** provide B_2 and B_3 at low cost. Bottle of 100, reg. 59¢, now 2 for 60¢; 250, 98¢ . . . 2 for 99¢
- ☐ 4. **Rexall Beta-Caps**, Improved. Supplement diet with B Complex. 100. 2 for $2.01
- ☐ **Rexall Panovite Capsules**. One a day provides more than M.D.A.R.* of vitamins B_1, D, A, B_2 and C, plus B_6, niacinamide, calcium pantothenate. 100, $3.10, 2 for $3.11
- ☐ **Rexall Percocod Tablets** ("Vitamin Candy") for children. Two pleasant-tasting tablets a day supply more vitamin A and D than a teaspoonful of cod liver oil. Bottle of 110, regularly 98¢, now . . . . . 2 for 99¢
- ☐ **Rexall Yeast and Iron Tablets**. Recommended adult dosage supplies 2 times M.D.A.R.* of iron, plus valuable amounts of vitamins B_2 and B_3. Bottle of 100 tablets, regularly 75¢, now, during sale . . 2 for 76¢

- ☐ 5. **Rexall Dicalcium Phosphate** capsules supplement the diet of expectant and nursing mothers. 3 capsules daily supply ¾ M.D.A.R.* calcium, ¾ M.D.A.R. phosphorus, and twice M.D.A.R. vitamin D_2. 100, regularly $1.24, now . . . . . 2 for $1.25
- ☐ 6. **Rexall Polycaps**. One red capsule daily provides the minimum daily requirement of all vitamins ordinarily essential for children up to twelve years of age. Box of 72, regularly $1.98, now . . . . . 2 for $1.99
- ☐ 7. **Rexall Polymulsion** vitamin formula for babies. 4 oz., reg. $1.15, 2 for $1.16 . Pint bottle, reg. $3.59 now . . . 2 for $3.60
- ☐ 8. **Rexall Ascorbic Acid Tablets**. 100 vegins. 100, reg. $1.98, now . . . 2 for $1.99
- ☐ **Rexall ABDG Capsules**. Two a day supply 1½ times M.D.A.R.* of vitamin A, twice M.D.A.R. of vitamin D_2, M.D.A.R. of vitamin B_2 and B_3, plus 10 mg. of niacinamide. 100 capsules, reg. $1.59, now . . 2 for $1.60

*M.D.A.R.: Minimum Daily Adult Requirement

BUYS FOR BABIES

- ☐ 1. **Rexall Stork Nurser**. 8-oz. bottle, nipple and cap complete. Reg. 45¢, 2 for 36¢
- ☐ 2. **Rexall Quik-Swabs**. Cotton-tipped applicators—a nursery essential. 100, 2 for 36¢
- ☐ **Hall's Baby Talc**. Blend of the finest talc. 1 lb., regularly 75¢, now . . . . . 2 for 76¢
- ☐ **Nylon Bottle Brush**. Fine textured bristles on strong wire handle. Reg. 25¢, 2 for 26¢
- ☐ 3. **Rexall Cotton Balls**. 65 sterilized, absorbent balls. Reg. 39¢ . . . . . 2 for 40¢
- ☐ 4. **Rexall Tiny Tot Aspirin**. 100 half-grain, flavored tablets. Reg. 35¢ . . . . . 2 for 36¢
- ☐ **Rexall Baby Cough Syrup**. Quickly relieves coughs due to colds. 4 oz. 2 for 40¢
- ☐ **Rexall Castile Soap**. Tiny Tot. Pure, mild! 3-oz. cake, reg. 19¢ . . . . . 2 for 20¢

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- ☐ 1. **Rexall Klenzo Antiseptic**. Ruby-red antiseptic mouthwash, gargle, and breath sweetener. Full pint, reg. 79¢, 2 for 80¢
- ☐ 2. **Rexall Skin Antiseptic**. First aid dressing for cuts, scratches. 1 oz., 33¢, 2 for 34¢
- ☐ **Rexall Witch Hazel**. Facial astringent and after-shave lotion. Pt., 57¢ . . . . . 2 for 58¢
- ☐ **Rexall Cold Sore Lotion**. ¼ oz., 2 for 30¢
- ☐ **Rexall Soda Mint Tablets** soothe acid-upset stomach. 140, reg. 35¢, now 2 for 36¢
- ☐ **Rexall Lip Aid Salve** relieves dryness, cracking. ¼ oz., reg. 39¢, now 2 for 40¢
- ☐ **Rexall Menthalated White Pine and Tar Cough Syrup**. ½ pint, reg. 79¢, 2 for 80¢
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- ☐ **Rexall Boric Acid**. Powder or crystals. 4 ounces, regularly 33¢ each, now 2 for 34¢
- ☐ **Rexall Boric Acid Solution**. 4-ounce bottle, regularly 25¢, now . . . . . 2 for 26¢
- ☐ **Rexall Tincture Benzoin Compound**. For relief of minor irritations of bronchial tubes and larynx. 1 oz., 39¢, now . . . . . 2 for 40¢
- ☐ 3. **Rexall Milk Of Magnesia** relieves temporary constipation, indigestion caused by excess acidity. Pint, reg. 43¢, now 2 for 44¢
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- ☐ **Rexall Cotton Squares**. Box of 40 pads, 2 by 2 inches. Regularly 23¢, now 2 for 24¢
- ☐ **Rexall Analgesic Balm**. Quickly relieves sore aching muscles caused by over-exertion or exposure. 1 oz., reg. 65¢, 2 for 66¢
- ☐ **Rexall Tincture of Green Soap**. An excellent soap, shampoo. ½ pt., 69¢, 2 for 70¢
- ☐ **Rexall Lanolin**. Soothes tender, chapped skin. 1 oz., regularly 29¢, now 2 for 30¢
- ☐ **Rexall Spirits of Ammonia**. Quick first aid for fainting. 1 oz., reg. 25¢, 2 for 26¢
- ☐ **Rexall Spirits of Camphor**. 1 oz., 2 for 36¢
- ☐ **Rexall Essence of Peppermint**. Soothes upset stomach. 1 oz., 45¢ . . . . . 2 for 46¢
- ☐ 5. **Rexall Quik-Snips**. Tiny adhesive bandages for small cuts. 36, 39¢ . . . . . 2 for 40¢
- ☐ 6. **Rexall Pro-Cap Adhesive Tape**. Waterproof. ½"s 10 yds. or 1"s 5 yds., 2 for 40¢; or Tri Wide—3 widths on one spool. Each spool regularly 59¢, now . . . . . 2 for 60¢
- ☐ **Rexall Children's Aspirin**. Guaranteed 1 gr. dose, flavored. 50, 35¢, now . . 2 for 36¢
- ☐ **Rexall Pile Ointment**. Soothes itching and irritation. 1 oz., reg. 75¢ . . . . . 2 for 76¢
- ☐ **Rexall Fluid Extract Cascara, Aromatic**. Laxative tonic. 4 oz., reg. 89¢, 2 for 90¢
- ☐ **Rexall Little Pills** promptly relieve temporary constipation. 100, 45¢, now 2 for 46¢
- ☐ **Rexall Castor Oil** relieves constipation. 3-oz. bottle, regularly 45¢, now . . . 2 for 46¢
- ☐ **Rexall Cascara Sagrada Tablets**. Mild laxative. 5 gr., 100, reg. 95¢, now 2 for 96¢
- ☐ **Hinkle's Cascara Compound Pills**. Laxative. Bottle of 100, reg. 59¢, now 2 for 60¢
- ☐ **Rexall Toothache Drops**. ¼ oz., 2 for 36¢
- ☐ 7. **Rexall Hygienic Powder**. Makes an excellent cleansing lotion. 6 oz., 2 for 76¢
- ☐ 8. **Rexall Peroxide Of Hydrogen**. 3%, 10 volume. A cleansing solution for cuts, abrasions, etc. Often checks cold sores in early stages. Relieves itching discomfort of non-poisonous insect bites. Pt., 45¢ . . . 2 for 46¢
- ☐ **Rexall Saccharin Tablets**. Bottles of 100: ¼ gr., 2 for 36¢; ½ gr., 2 for 46¢. 1000: ¼ gr., 2 for $1.09; 1 gr. . . . 2 for $1.50
- ☐ **Rexall Quick-Acting Plaster** relieves minor muscular aches caused by over-exertion, exposure. Regularly 59¢, 2 for 60¢
- ☐ **Rexall White Petrolatum**. Salve for cuts, scratches. 1 oz. tube, reg. 24¢, 2 for 25¢

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Thinking of buying a farm?

Then buy it! Good land won't get cheaper. It's getting harder to buy every day

By Earl F. Crouse
Doane Agricultural Service

THINKING about buying a farm? Possibly a place that you might live on some day? Or as a place to invest some money? Either way, don't wait for a "better time." This is it. Good farms for sale are getting scarcer and higher-priced, and for some good reasons:

Farmers are looking for more land to add to what they've got. Why? With modern machinery they can handle more land. With costs as high as they are, farmers must have more volume to make a profit. With the Government slapping on acreage restrictions, farmers are anxious to buy land with "acreage allotments." On top of that, lots of people feel that "money in land is better than money in the bank" as a hedge against inflation.

Price supports are here to stay, many people are convinced. The Government never again will let the bottom drop out of prices, no matter which political party is in power. More important, the Government can be expected to support the whole economy to prevent a general collapse like that of 1929-32.

Our steadily increasing population (we gain the equivalent of Iowa's total population every year) is forcing up land prices. With most of our good land already in use, good land will never get cheaper, and may well go higher. There seems to be no end to the baby boom, yet we have only 1% more land in farming than we had 35 years ago. (On the other hand, land is far more productive than it used to be.)

Factories are moving to the country—not only occupying land themselves, but bringing workers who need places to live. Many city people are moving out into the country even though they still work in the city. Land that used to sell by the acre now often sells by the front foot. Arterial highways, particularly parkways with wide rights of way, are taking a big bite out of the countryside.

These are the reasons why, in a survey made by the Doane Agricultural Service among its farm managers and others around the country we got such replies as these:

"Farmers around here say that land prices are too high—but they don't want to sell theirs." (Bruce Brooks, Bozeman, Mont.)

"About the only land that is being sold here is for the settling of estates." (John R. Spear, Springfield, Ill.)

"Offering prices are about the same as formerly but no deals are being completed." (Arthur Shultis, Berkeley, Calif.)

"Good land simply is not for sale at current offers." (R. L. Barrett, Crockett, Texas.)

Are prices too high, then, with all this demand for land?

That was another question the Doane organization put to its regional managers. We asked it of agricultural college people and bankers, too.

There was difference of opinion, of course, and there was a difference in actual situation. In some areas land has gone higher than in others. Prices in the Midwest and East have shown the most gain. *But the majority opinion was that in most places most land is still fairly priced.*

"We've got to get used to prices two and three times prewar," Dr. P. H. Stevens of the Farm Credit Administration in Wichita, Kan., observes. Prices of land as well as of everything else are simply on a new level from here on. Based on state averages for Iowa, it took a 512-acre farm, back in 1915,

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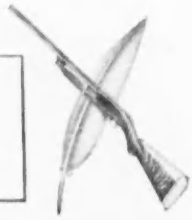

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to produce 8,000 bushels of corn, plus 1,500 bushels of soybeans, 1,000 bushels of oats, and 50 tons of hay, with 25 acres held out for pasture. Today it takes only 369 acres to do the same. The 512 acres would have cost $87,219 back in 1915—and they would have been the 1915 kind of dollars. The 369 acres would cost $70,711 in 1955—of today's kind of dollars. "Figured this way," says D. Howard Doane, founder of the Doane Agricultural Service, "land is cheaper now than it was then."

"For a good manager, making an intelligent buy, the price of farm land is not at all discouraging today," Mr. Doane continues. Of course, "good manager" and "intelligent buy" take in a lot of territory. Not everything is a good buy, either because the land is too poor, or because the unit would be too small for efficient farming or because the price is too high, or for other reasons. But, generally speaking, most of the people we asked feel that most land is not yet too high if farmed right.

Well, how can you get it "farmed right?" *The best answer for most town and city landlords, especially if they are absentee owners, is to employ a competent and professional farm management organization.* They'll run the farm for you and you need have no more management worries than if you owned General Motors stock. You'll find that it pays to seek the help of such farm management organization *before* you buy as well as after. You can get a complete appraisal which will show you what price to pay and what income and expenses to expect.

What the land is worth depends partly on what you're buying it for: a home; an investment, or income tax relief, for instance. If you want to know what I mean by tax relief, I'll cite one example: If you want a capital gain rather than ordinary income you can do it through livestock. The idea is to buy a herd of cows, trade the bull calves for heifer calves (to avoid an immediate sale), and keep on breeding all of the females. If you get an 80% calf crop and have a 2% death loss, you can run a herd of 100 cows up to 254 head within five years. Cattle kept for more than a year and used for breeding purposes can be counted as capital.

So when you finally sell you count a capital gain. Meanwhile the feed and other costs of raising the cattle can be deducted as ordinary expenses. Many a man has worked this play in recent years.

In this article I have not tried to discuss *whether* to buy a farm, nor what kind. That's another story, and quite a subject in itself. Some people should; some shouldn't. What I have tried to do here is point out that if you want to buy, you'd better move.

Paraphrasing an old popular song: "A good farm nowadays is hard to find." And it won't get any easier. **End**

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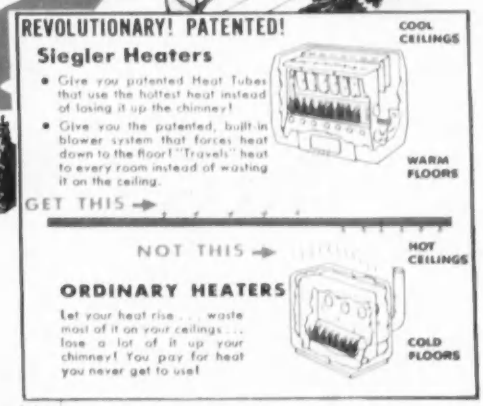

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You'll never again have to "live" in 1 or 2 rooms all winter—because the new Siegler home Heater actually "travels" warm, even heat to every room in your home.

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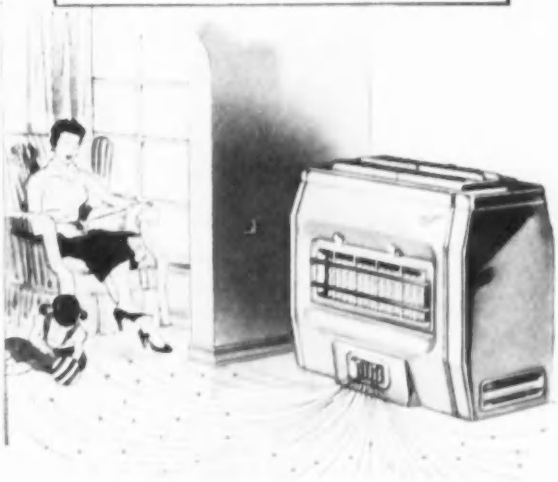
No other home heater offers the comfort, safety and health for your family you get with a Siegler. See a Siegler Oil or Gas Home Heater today! The Siegler Corp., Centralia, Ill.



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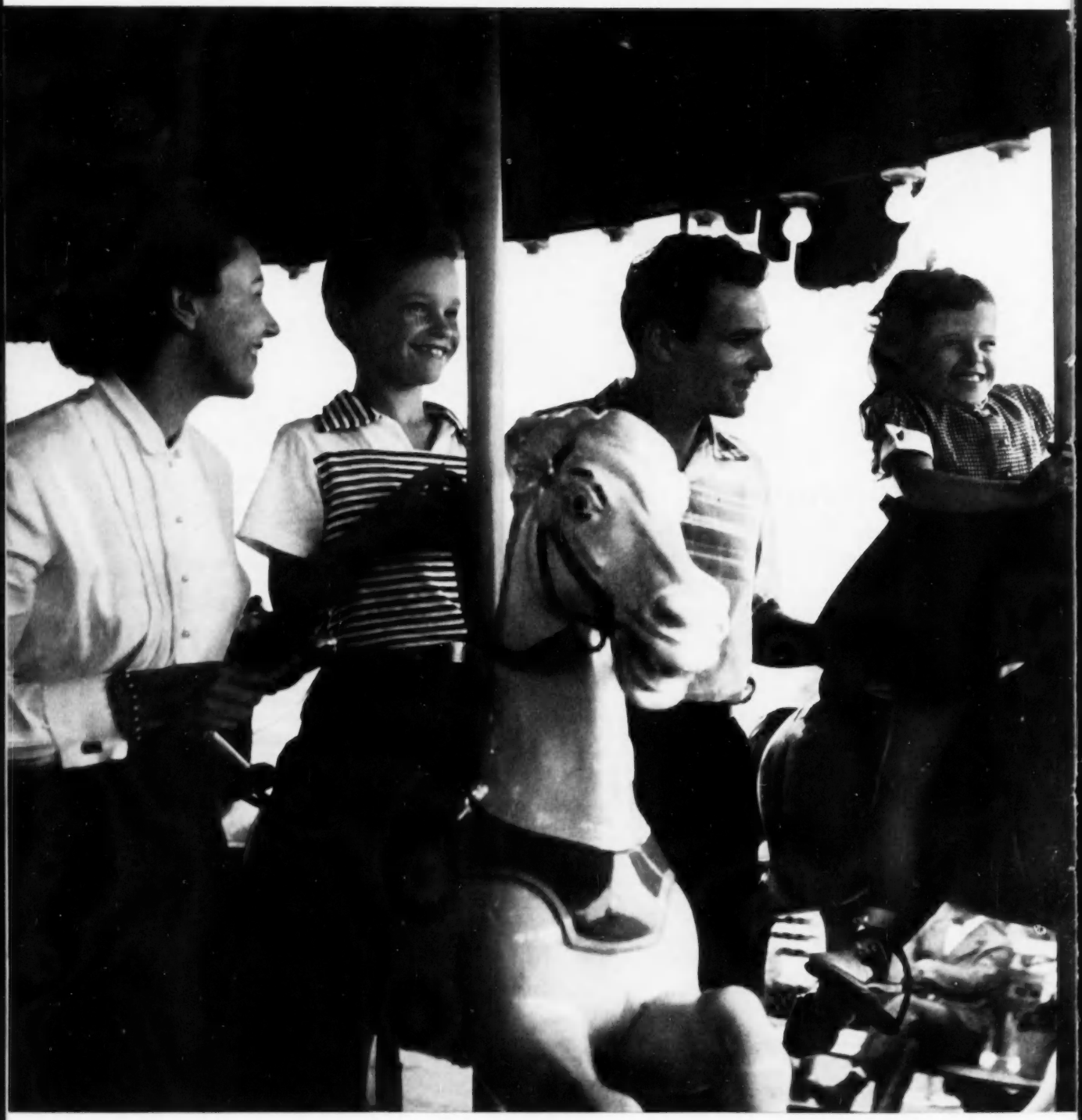

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What would you most like to have for yourself and your family as the years roll on? A college education for your children? Retirement income for yourself? A free and clear home?

These and many other hopes can now be turned into reality by Equitable's *Living Insurance* policies. That is because this modern form of insurance stresses benefits for the living. Benefits for you and your family while you live. If you die, benefits for the loved ones who live on after you.

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This great new Conn spinet organ, with all its easy-playing advantages, provides new opportunities for happiness. It helps create closer family ties—as you play, sing and have fun together . . . precious hours that will never, never be forgotten! It is the one musical instrument that provides every member of the family true joy of self expression—for every mood, every occasion . . . because anyone can play it!

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You'll *know* it's a CONN, when you hear it—no other spinet organ produces such beautiful, flawless tones, so incomparably rich in all their colorful, natural harmonics. The sparkling brilliance of popular dance music, the realistic voices of violin, oboe and flute, the lovely mellowness of traditional organ tones, mighty big organ effects . . . all are at your instant command. By tone alone you'll choose the CONN "MINUET!"

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ANYONE CAN LEARN SIMPLE TUNES IN LESS THAN 15 MINUTES

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Those nice men

(Continued from page 31)

returned the recorder and the record books to the courthouse.

The lease men play with good humor, for their oil-lease game is for big stakes. There was the time, for instance, when Jim Hughes of Houston—who has been leasing successfully for Texaco since 1920—got to town first, yet lost out to a rival who arrived hours later. The *other* man, Harry Phipps, had wangled an invitation to a big party in town. During the evening the radio, which had been playing dance music, went silent. Then the announcer-like voice said:

"We interrupt this program for a special bulletin. Local citizens should be alert for a confidence man reported to be operating in this area. He calls himself James S. Hughes and poses as an oil man." A description of Hughes followed. The voice was Phipps'—in the basement with a microphone of his own. Hughes got no leases in that town.

Jack Schwarzkopf, a western free lance, likes to tell about the time he packed a church in a small California town. The church owned land which an oil company wanted to lease. A vote of the congregation was scheduled, to decide whether to accept the terms. So Schwarzkopf arranged with a bartender to promise free drinks for every man in town who attended church that Sunday and could prove by witnesses that he voted for the lease. On Sunday morning, there was standing room only in church. The vote went in favor of the oil company by a narrow margin.

Digging up absentee owners can be a headache. "Several people had moved to parts unknown, still holding titles," one free lance recalled of a recent campaign. "Others had died, leaving land to scattered heirs.

"One family had said their Uncle Jeb was part owner of the farm. They thought he was somewhere in Sonora, Mexico. Our broker got the oil company to call the Hermosillo and Nogales police chiefs out of bed and offer them rewards for Uncle Jeb.

"Another missing owner had a common name, like David Brown. There must be a dozen David Browns in every big city. This one was supposed to be in San Francisco, so we told the operator to phone every David Brown and D. Brown in the city and suburbs.

"A third absentee was visiting friends in Chicago. Nobody knew the friends' name. We asked the Missing Persons Bureau to look for him.

"While waiting for our calls to pay off, we went out next day to sign up more prospects. I ran into something fairly typical that afternoon. It was my fault really—I made the boner of explaining my business while I was still outside. You have to get inside, even if it's on a pretext like asking for a glass

of water. This woman ordered me off her property.

"'All oil men are gyps,' she said.

"'I know they are,' I said. 'That's why I've decided to quit and go back to farming. Every landowner I've met today has run me off. I see this is no job for an honest man.'

"'In fact,' I went on, 'I think I'll phone the company and tell them off, right now. Might I borrow your phone to call them collect?'

"She let me in. I phoned a friend at an oil company office in Los Angeles. He yelled when I told him he was a lying no-good, but then he caught on.

"When I hung up, I turned to the woman. 'I feel better now,' I said. 'Incidentally, why do *you* hate oil men?'

"She told me about a swindle by wildcat stock salesman years ago. When she finished, I said, 'You have a golden opportunity to get even with the oil companies, right now.'

"'How do you mean?'

"'If you sign this lease, and the company tries to swindle you, you have a clear case in court. You can make the company pay through the nose. Look at this lease. Notice the ironclad protection it gives the landowner.'

"She started reading. I knew I had her. 'Producers' 88' is in plain language. Lawsuits have tested the fairness of every clause in it. Anybody who reads it is usually glad to sign. She did."

Land men are sharp—but they're honest, because it pays. Frank Kelley of Magnolia Petroleum won over a famous hold-out by not minimizing the value of her land. A widow in Scurry County, Tex., had refused offers from a throng of persuasive but pessimistic land men. She felt intuitively that there was oil in her ground. Kelley agreed. "You're right. I think you're over an oil field. Here's why."

Instead of explaining the odds against an oil strike, or pointing out that oil companies give up 80% of their leased land without even drilling, Kelley told with expressive gestures and flashing eyes why the area had rich possibilities. He ended by asking, "And, if we're both right, aren't you helpless to get that oil out of the ground alone?" She signed Kelley's lease and her land proved to be the heart of a notable field which took its name from them. The Kelley-Snyder field, as it is known today, has paid her hundreds of thousands in royalties.

So think twice if an oil company man ever starts chatting with you. He might spell wealth beyond imagining. Then, too, until you've signed up he'll be ready to do anything for you—like the Jersey Standard man who tried vainly to sign up a cantankerous property-owner until he learned that the man had a painful boil on his neck. The oil man flew to a skin specialist and returned with medicine recommended for boils. The hold-out signed without even testing the remedy. **End**

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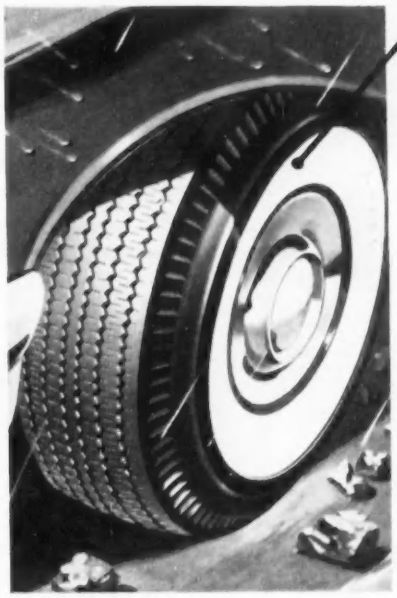

NEW KELLY

Prestige

TUBELESS

costs no more than regular tire and tube!

Now, enjoy the extra safety and comfort of perfected tubeless tires without paying extra! The new Kelly Prestige Tubeless gives you protection against blowouts and puncture flats—*plus* sure-footed stopping safety, longer mileage!

See your Kelly Dealer for an extra liberal trade-in offer. You'll be surprised how thrifty it is to ride worry-free on the Kelly Prestige Tubeless!

***A great name at a sensational price . . .* KELLY SUPER FLEX**

A real mileage bargain in a regular tire—that's the Kelly Super Flex! It's quality built with extra strength, stabilized cord body, extra tough Armorubber Tread. See your Kelly Dealer for the lowest price ever quoted on this famous Kelly conventional-type tire.

KELLY Springfield TIRES

Look for the sign of the Leadership Line!

THE KELLY-SPRINGFIELD TIRE COMPANY, CUMBERLAND, MARYLAND

Thinking of fixing up an old "ark"? Study these tips from a man who has been doing it. For $300 he buys a house like this ••••

••• and turns it into

a payoff with remodeling

By Donald S. Stroetzel

EVER had a yen to remodel an old house?

It could give you more for your money—and a bigger profit than a new house if you resell.

It might even make a promising business for you, buying "old arks" and fixing them up for others. In Delphi, Ind. (pop. 2,530), this business catapulted Bob Ratcliff from door-to-door peddling to ownership, at 32, of a $50,000 hotel, a new Chrysler sedan, a fine home of his own, and a reputation for dressing up the town.

How can you tell if a house is worth remodeling? Bob, who has fixed up 22 Delphi houses, has learned a lot by trial and error. He advises you to check these 10 points:

1. How's the neighborhood? It's tempting to remodel a fine old place on a run-down block. Don't! Even if it ends up as the prettiest house there, you wouldn't get your price on resale, from a neighborhood-conscious buyer. And you probably wouldn't like living there yourself.

2. What would *someone else* pay for the house after you modernize it? That should govern how much you pay for the house originally, and what changes you make.

3. Does the house have clean, straight lines? Rambling Victorian houses tend to be drafty, hard to remodel. You'll do better, generally, with a smaller, still-older home that converts readily to the simple lines people want.

4. Will mere face-lifting bring the house up to par? Sometimes you need only to frame over an unsightly window, or put in a few new windows and doors. You may profit because *you* have imagination. (Most folks can't even picture how a house would look with new paint.)

5. Must the roofing and siding be replaced? Yes, in most older houses. This work will be costly (you seldom find solid sheathing or any insulation under the shingles). But the investment is worth it if you can buy the house for

(Continued on page 58)

"NOT EVEN WORTH PAINTING"—that's what they told Bob Ratcliff when he bought this house, in bad shape, for $300. The new look cost him about $7,000.

KNOW WHAT YOU'LL PAY for the fix-up before you buy, Bob advises. To get firm estimates, he and his wife, Mary, measure each house and sketch all changes.

Automatic Toaster

only $19.95*

* Manufacturer's recommended retail or Fair Trade price

Makes toast the way you want it

Now you can buy the toaster with the simplest, most dependable automatic toasting mechanism ever developed, for the low price of $19.95!

This is the toaster that brings you a 6-position control for toast just the shade you want . . . an *extra*-high toast lift . . . and an *extra*-large snap-out, snap-in crumb tray.

See it at your G-E dealer's now, and you'll find it's everything we've said it is and more. (Available with ivory color base at only $21.95.*) General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

6-position control!

Extra-high toast lift!

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● Yes, like money in the bank, home-canned foods—in gleaming Ball Jars, sealed with Ball Dome Lids—are always ready for use when needed.

And they *taste* better because they are seasoned just the way *your family* likes them.

Home canning actually saves you money—helps stretch food dollars. For instance, here's something your family will love, yet it's made from the pulp left in the bag after dripping the juice for grape jelly . . .

Spiced Grape Catsup

5 cups concord-type grape pulp (put through a sieve or food mill)

2⅔ cup cider vinegar
½ tsp. ground cloves
1 tsp. ground cinnamon
1 tsp. ground allspice
3 cups sugar
½ tsp. salt

Combine all ingredients in a 3-quart kettle. Cook over medium heat until about as thick as tomato catsup, stirring constantly. Pour into clean, hot Ball Jars. Seal at once with Ball Dome Lids, the lids with the cream-white enamel lining that guards flavor best. Serve with ham, pork, poultry or on bread.

HOME-CANNING RECIPE BOOK

Over 300 recipes, 64 pages, complete step-by-step instructions for home canning and freezing. Beautifully illustrated in full color. Send 25¢ to Ball Blue Book, Dept. TJ105, Box 5, Muncie, Indiana.

HOME CANNERS BUY MORE Ball THAN ANY OTHER BRAND!

A payoff with remodeling

(Continued from page 56)

just above the scrap price. This kind of remodeling *shows*, and will help the resale value.

6. Is the framework sound? That's the key to successful remodeling. Beware of a roof that sags, doors that won't close, or a foundation that's crumbling. To patch a faulty foundation, you often must lift up the house, later square up floors and replaster.

7. How is the floor plan? Walls that are mere partitions won't cost much to move. But beware of tinkering with bearing walls (the ones that support the house). And don't, as a rule, put in a new stairway. It's costly.

8. Are there termites? Punch an ice pick into the joists, where they meet bearing walls; if they crumble, termites may be to blame. Getting rid of them can cost hundreds of dollars.

9. Are sewer and water okay? If there's no sewer hookup, make sure you can install a septic tank without blasting. Also, if the house uses well water, test the well; some won't accommodate today's automatic washers and other household water-users. Count on putting in new multi-circuit wiring, too.

10. How's the house heated? You may avoid the cost of a new furnace by installing a stoker or conversion burner in the present one. Putting in ducts or radiators runs up your bill.

Check these things and then double check your likely outlay with an architect or builder before buying. All this may sound like work (and it is). But a sound old house in the right location can be your best housing buy. For less money, you'll end up with *more house, more yard,* and *better shade trees* than you could get with a modern little band box on its two-by-four plot.

Bob Ratcliff, who makes a business of remodeling, is a slightly built extrovert whose lively brown eyes betray a glint of Hoosier shrewdness. He got interested in old houses when, as a Navy cook in Baltimore in World War II, he admired Maryland farmhouses which had been restored—expensively—by rich men. "Why couldn't I do the same—*in*expensively—in Indiana?", he wondered.

The more he thought about it, the more excited he got. In Delphi, after the war, he and his wife, Mary, clipped "before" and "after" renovation articles, and Bob, who sold feed for a living, scouted for old houses.

"I talked the banker into lending me a few hundred dollars to buy the first one," he recalls. "But I had no money for remodeling it—and the banker said, 'no more credit.' After all, to him, I was just an ambitious kid he last recalled selling papers and peddling asparagus door to door.

"My folks couldn't help out—they don't have much. So I took a chance. I hired the carpenters, just as if I had the money to pay them. Each morning, I'd count how many showed up on the job—and then I'd go out and sell enough feed to meet their wages. Sometimes, I called on farmers till midnight."

The first house sold for a good profit, and so did the next and the next. Bob gained confidence, and his reputation grew—at least it did until he purchased a weatherbeaten, 70-year-old house by the railroad tracks. "Why fix that up?" people scoffed. "Even if you did, nobody would want to live there—not with the whistles and soot."

Bob had already figured that, but he'd gone a step further. He'd planned to move it. It had solid walnut beams a foot thick! Fine old poplar floors that needed only to be sanded and varnished. Not a sag anywhere.

So move it he did.

"I laughed until I thought my sides would split," one Delphi resident remembers, "as that house rolled through town with shingles flapping. I thought Bob had gone crazy."

Nobody thought so a few months later. Bob plopped the house on a new foundation on a wooded lot at the edge of town. He added a wing to provide for an extra bedroom, then put in a garage and a new stairway. Out went the old bathroom fixtures; in went a modern bath-and-a-half. Outside he put new shutters, colonial pillars—and glistening white paint.

Finding a buyer was a cinch. The house, which Bob had bought for just $300 because "it wasn't worth a coat of paint," sold for $13,000. Bob's expenses amounted to $650 for the moving, $300 for the various moving permits, about $1,000 for the lot, and $5,000 for the remodeling. His profit: nearly $6,000. To-

(Continued on page 105)

We'll pay you $25

Do you know someone like Bob Ratcliff—a young person who, with little capital but lots of imagination and gumption, built an idea into a paying home-town business? *Any* kind, if it's unique.

We'll pay $25 for each report of 200 to 300 words we can use. Tell how the person got the idea and built his business, how it's paying, etc. Manuscripts cannot be returned. Address Business Editor, TOWN JOURNAL, Washington 4, D.C.

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Model 50

First self-loading shotgun with a non-recoiling barrel—stays right on target shot after shot with 20% less recoil effect. Receiver and barrels both milled from blocks of Winchester Proof-Steel. Here's a shotgun to last a lifetime.

FROM $120.50

WINCHESTER FIREARMS TIME PAYMENT PLAN

See your dealer for details on the Winchester Firearms Time Payment Plan

Speed that splits seconds—that's what a hunter wants—and gets from a Winchester shotgun. The photo above was shot with ultra high speed stroboscopic equipment so that every smooth movement of the Winchester Model 50 could be shown. Starting from scratch, the hunter turns, points and fires—in *less than 1/5 of a second.* Fast? You bet! Only Winchester gives you that kind of speed because only Winchester builds natural, self pointing qualities into every shotgun regardless of price, style or grade. Right now is the time to buy that Winchester you've always wanted. Remember, everybody shoots better with a Winchester.

Prices subject to change without notice.

Model 12

"Perfect Repeater." No Model 12 has ever been retired for wear. All parts machined from Winchester Proof-Steel. Smooth slide action—cross bolt safety—Model 12 is 3 ways safe. Available in many styles and grades in 12, 16 and 20 gauges.

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ARMS AND AMMUNITION DIVISION • OLIN MATHIESON CHEMICAL CORPORATION, NEW HAVEN 4, CONN.

We saved what we could ourselves...

but our Hartford Agent had saved us twenty times as much!

(Based on Company File #H-54-9313)

Our neighbor, Ken Parsons, had been working late. He saw flames shooting from our roof as he came along the street.

His shouts woke me. I got Mary and little Johnny safely outside. Ken turned in an alarm. Then we tried to save what we could.

By the time we'd put a few things out front, the heat was blistering. We had to stop.

The firemen did their best. But the blaze had had too big a start. We had no idea how much we'd lost.

My Hartford Fire Insurance Company Agent came over in the morning. He was right on the job! He brought the Inventory Booklet I had made out last year and then returned to him for safekeeping. With that booklet to guide us, it was easy to determine what we had lost.

Later, I got an estimate on the repair work. And that's about all I had to do. My agent did the rest. Hartford Fire paid me for the damage to our house, and for our belongings. Everything's back in order now, thanks to the performance of my agent and the Hartford!

Do you have a written list of what's in *your* house?

You should have. Because your memory may trick you after a fire. *You can easily forget dozens of household items once they are destroyed.* And by forgetting you may do yourself out of money that is rightfully yours!

A Hartford Inventory Booklet can keep you from making that mistake. Write us for one. It's free on request. And see your Hartford Fire Insurance Company Agent or your insurance broker. Put your protection in his hands and you'll have expert help close by if fire strikes *your* home!

Year in and year out you'll do well with the

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Citizens Insurance Company of New Jersey . . . *Hartford 15, Connecticut*
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Hand puppets to make

Cuddly, cotton-stuffed, they entertain the children and are wonderful bed toys

By Pat Grooms

BECAUSE of the measles, I find myself a designer of puppets! It started when our 5-year-old Carol broke out in spots just the day before she was to dress up in costume for her part in our Community Fair.

Trying to keep her busy, amused, and in bed—she was rebellious, of course, at missing the fun—I took my sewing scraps into her room to see if we might dress her hands with "playmates" who couldn't catch her measles.

Our first attempt was a clown, spotted like Carol, with a papier-mâché head. But we found it top-heavy, hard for her small hands to manage. Our second try—all fabric and cotton—was a success, cuddly enough to keep in bed.

By the time Carol was spotless again, we had several characters all ready for the stage. An enraptured audience of 3- to 10-year-olds applauded our first show. Soon, the children themselves were producing short plays. And we grownups are fascinated by the imagination they show.

Here are two plays staged by a couple of 10-year-olds. (At right are Carol and two friends watching a show.)

The Ha-Ha Mirror. Witch casts a spell over people, but animals hide in the forest and escape. The spell makes people hate everyone except the witch, whom they love dearly. The animals find a magic mirror that makes everyone laugh and breaks the spell. They trick the witch into looking into it, and she laughs herself to death.

Who Took the Penny? Clown has penny, loses it. A friend finds it and hides it; another finds where it is hidden and, in turn, hides it. All at once everyone finds a penny and clown can't tell which is his. One by one, all pennies are lost until only one is left. Then clown happily claims his penny. **End**

PHOTOS: HORAN-GALLOB

HERE ARE THE STARS for countless playlets: a mean, green-eyed witch; a child (each watcher feels he is that child); a grinning clown, and jumbo-eared elephant.

Children would love these characters for Christmas gifts. For patterns and directions to make the four puppets pictured, send 25¢ to Hand Puppets, Town Journal, Washington Square, Philadelphia 5, Pa.

ARCHITECT: WILLIAM HEAD
PHOTOS: RODNEY MCRAY MORGAN

FAR DIFFERENT from Grandma's upright, three-story house is this rambling, ranch-type home. Yet inside, the Fishes still use most of Grandma's fine old furniture. The house takes another idea from the past, too: the big living-kitchen pictured below, where the family entertains. Slightly pitched roof has a wide overhang, to shield windows from the Georgia sun. Extended at right, roof shelters a carport and tool house, makes the home look bigger.

Why Grandma's furniture fits today's living

By Susan Jones Medlock

NOT everyone, we suppose, could have such a smart Grandma as the Frederick Fishes. When she bought furniture for her town house in Philadelphia years ago, Grandma steered clear of fads, and picked the simple, comfortable designs that, today, we call "timeless."

Just see how well her furniture looks in the Fishes' sprawling new home in Avondale, Ga. When the family voted to build a contemporary house, Mrs. Fish knew her inherited furniture would fit in.

"Contemporary design," says Mrs. Fish, "is like a basic dress. It has no trimmings—you add your own." And when the furniture "trimmings" have simple lines too, age doesn't matter.

You can choose between fads and timeless design in furniture stores today. The smart money never goes for gimmicks.

FAMILY ROOM, reminiscent of a country farm house, features a slick, corridor-type kitchen hidden in this picture by the waist-high serving counter, where Lydia and Sara stand ready to help Mother get dinner on the table. Open shelves at the right back an enclosure for the refrigerator. Grandma's easy chairs in fresh slipcovers invite you to relax by the fire; but they're often pushed back on the waxed tile, to make room for teen-age square dances. End.

OF COURSE, THERE'S A DIFFERENCE IN CHOCOLATE PUDDINGS!

1. Jell-O Puddings must taste better . . . more people eat 'em than any other kind!
2. One taste will convince you Jell-O Puddings have a richer, fuller flavor. And yet they take only 5 minutes to cook!
3. Make excellent pies, too! Try a package today!

Vanilla
Chocolate
Butterscotch
Lemon
Coconut Cream

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION

BIG, BRAWNY, BEAUTIFUL!

BIG! This new Dodge ½-ton pick-up truck is built to carry plenty of payload. With low-side body, it can haul nearly a ton. That's 200 to 250 pounds more than other popular low-priced makes! With optional high-side body, it can carry more *bulk* than any comparable truck. Whether you haul heavy loads or bulky loads, you can carry more with a big new Dodge pick-up!

BRAWNY! Dodge pick-ups lead all others in power, with an unequalled 169 hp. This leadership in power extends through the entire line. From ½-ton through 3½-ton, Dodge offers the most powerful V-8's of any leading make . . . and the most dependable 6's!

BEAUTIFUL! New Forward Look styling advertises your business as modern, forward-looking. You get greater handling ease and safety, too, with the biggest wrap-around windshield in any truck today. Big wrap-around rear window available, too. And the sloping Dodge hood lets you see more of the road just ahead.

NOW! LOWEST PRICES!

Today, many popular models of new Dodge trucks have the lowest prices of all leading makes. Dependability at the right price... that's what you get when you buy *any* Dodge "*Job-Rated*" truck. Phone or see your Dodge Truck dealer now and compare new Dodge prices.

Dodge "Job-Rated" Trucks

WITH THE FORWARD LOOK

Dodge heavy-duty haulers . . . 2¾-ton to 3½-ton . . . are powered by efficient Power-Dome V-8 engines with 193 hp. and 202 hp.! Power-Dome combustion chambers, and modern short-stroke design, mean big savings in time, fuel and upkeep.

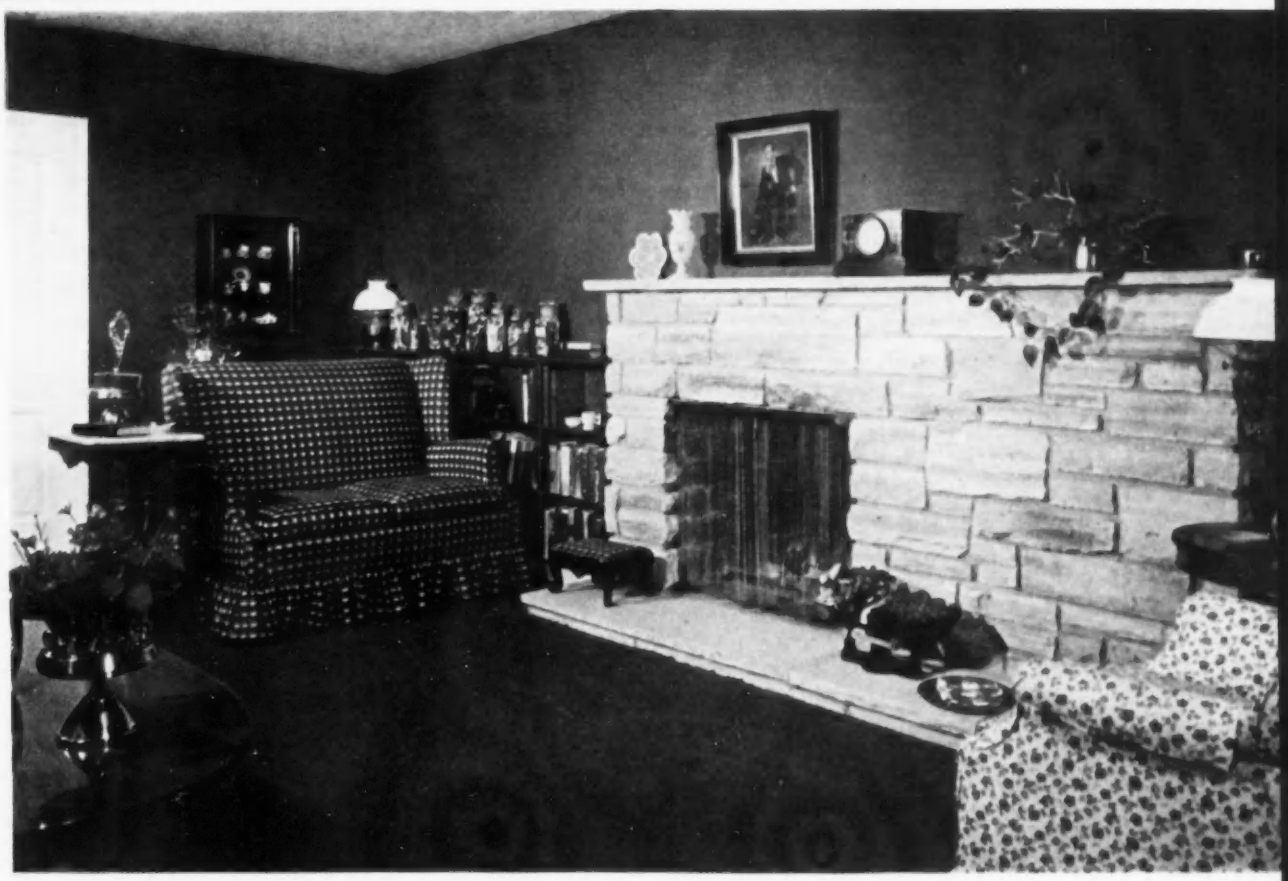
PHOTO: KRANZTEN; ARCHITECT: GEORGE FRED KECK; DECORATOR: PAUL E. PALMER

FIREPLACE WALL has a raised hearth of slate, with off-center opening balanced by set of fire tools hung far to the right. Books on hanging shelves, striped draperies, provide so much color that mantel is better left bare. Home of John H. Palmers and son, David, in Glencoe, Ill.

The hearth of your home

By Kathryn Larson
HOME FURNISHINGS EDITOR

Cold weather's coming! And soon you'll move from the barbecue coals outside, to a snapping, crackling fire inside. Can you put your family group in these settings? If you need a new idea—for arrangement, or for color—maybe you'll find the inspiration here



Above: STRONG COLOR makes the Robert Erskines' hearth a wonderful place to "renew spirits when day runs down," as they express it. Their California garden contributes to the scheme—red flowers and berries, for instance, to bring color inside. Note candy jars filled with red peppermints.

Below: BY DAYLIGHT OR LAMPLIGHT, this unusual combination of citron-yellow and bittersweet is warm and captivating. Lived-in look comes from the way the Walter J. Hesnaults have combined old furniture with new in their California home, and set it off with artful mantel arrangement.

PLEASE TURN PAGE

PHOTOS: DE CENSARIO

Hunting time is Ray-O-Vac

FLASHLIGHT TIME!

Your hunting equipment is not complete without one of these fine new Ray-O-Vac portable lights . . . powered by reliable Ray-O-Vac batteries. Your dealer has a complete selection now. Which Ray-O-Vac do you need?

Versatile! Carry, hang up, or set on end. Swivel head. Shines over a mile. 3-position switch, signal button. Use lantern or flashlight batteries. **$4.95**

Pierce blackest night with 3500- to 4000-foot beam. 3-cell or 5-cell power. Ring hanger, removable end cap. 3-position switch, signal button. **$2.95, $3.95**

Unbreakable lucite lens. 3-inch reflector throws wide spot. Adjustable elastic headband, convenient line switch. Waterproof battery pouch. **$2.98**

New, different!—Ray-O-Vac's exclusive push-pull ring switch for fast, easy action. Sharp, bright spot. Polished chrome. Three sizes. **$1.75—$2.25**

Choose your favorites! Your dealer has this handy "selector" with range of Handyman flashlights, $1.75–$2.25. Sealed-in-Steel batteries **15¢, 25¢**

Knurled for good grip. Ring hanger. 3 sizes have 3-position, lock-type switch with signal button; push-pull ring switch optional on 2-cell. **$1.85—$2.35**

How about "*sealed-in-steel*" batteries?

King-Size Power 25¢
Polyethylene protected.

Regular Power 15¢
Billions sold.

Both fit all standard flashlights. Both are guaranteed against corroding your flashlight.

RAY-O-VAC
TRADE MARK

Only Ray-O-Vac is fully sealed-in-steel. A new flashlight and batteries are yours if corrosion occurs.

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The hearth of your home

(Continued)

IN PERFECT TASTE for traditional mantel is this accessory arrangement in true formal balance. Mrs. James C. Ware, South Ft. Mitchell, Ky., put heirloom plates in wide frames covered with deep red velvet — gives them stature against white paneling. →

PHOTO: KRANZTEN

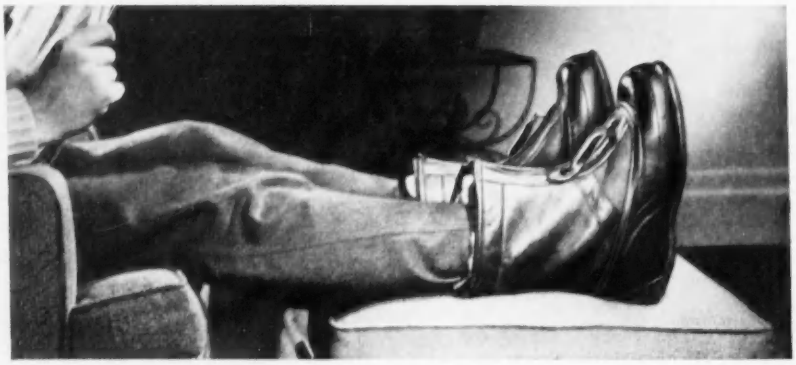
PHOTO: DE GENNARO; ARCHITECT: WHITNEY SMITH

PLANTINGS OUTSIDE the fixed glass panel, above, throw shadow patterns on plain brick wall, even at night—the garden is spotlighted. Smart idea, too, is strip of brick floor in front of hearth to protect the carpet from flying sparks. The Walter P. Lacy Jr. home in Arcadia, Calif.

PHOTO: FRANK L. GAYNOR

BUILT-IN MUSIC WALL, with record player and storage, radio and speaker, adds much to the pleasure of toasting your toes before the fire. Shadow boxes are painted white like brick, to silhouette sculpture and plants. Raised hearth is red tile. Lew Place home, Arizona. End.

why have COLD FEET?



GET "HEAD-to-TOE" COMFORT

with a DUO-THERM "LIVING LEVEL" HEATER

When you have drafty, cool rooms, cold ankles, chances are the heat is just drifting to the ceiling, and staying there. That's expensive, unhealthy, and unnecessary.

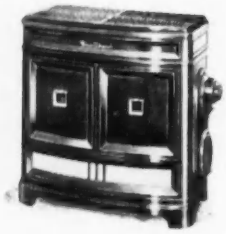
A Duo-Therm Oil or Gas home heater with Power-Air blower puts this lazy ceiling heat to work warming you from ankles to ears—warms the house, room to room. Exclusive Automatic Power-Air brings heat down to the "living level". Circulates it by force to far corners. Saves you as much as 1 gallon of fuel oil out of 4.

Duo-Therm oil home heaters with exclusive *Dual Chamber Burner* give you clean quiet heat—*more* heat from every drop of oil. Electric SELF-Lighter (optional) lights the fire, starts heater, then shuts itself off... automatically. Automatic thermostat available at low extra cost.

There's a wide choice of models at your Duo-Therm dealer's, from $64.95*. Take your heating problem to his *free* heating clinic.

Fully Automatic Oil or Gas Home Heaters

There's a Duo-Therm size and style gas or oil model that's exactly right for your home. Wide choice includes the handsome period-design Windsor Oil model, with modern Fruitwood finish. Optional with SELF-Lighter, Automatic Power-Air, Thermostat. 50,000 BTU output. Listed as Standard by Underwriters' Laboratories. In Gas, Windsors are available with All-In-One Control, Automatic Power-Air, Thermostat. 55- or 66,000 BTU input. Lustrous Platinum or Fruitwood finish. Approved by American Gas Association.



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Nearly 3,000,000 warmly satisfied customers

DUO-THERM *Always the Leader*

Division of Motor Wheel Corp., Lansing 3, Mich.

Manufacturers of Duo-Trim Power Mowers, Duo-Therm Home Heaters, Water Heaters, Gas Incinerators

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Guns on display

under lock and key

PHOTOS: KRANZTEN

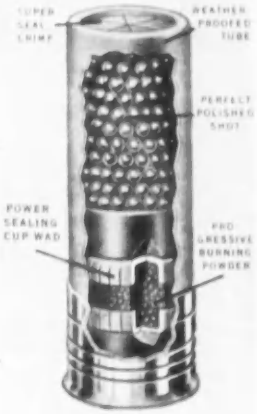
Please a husband by using his hobbies to decorate. Any man would vote this rifle case (above) a big improvement over the knick-knacky shelves (below). Rubber-covered clips hold guns in place; sliding glass doors fitted with a lock are tamperproof—*not* air tight. New draperies have rifle motif, too. Phillip M. Manning home, Riverside, Ill. **End**

DECORATOR: ELIZABETH WHITNEY
DATA: JESSIE WALKER

THE ORIGINAL LONG RANGE LOAD WITH THE SHORT SHOT STRING

Standard length 2¾" Super-X Magnum shot shells in 12, 16 and 20 gauge now make every good gun a duck gun. Don't be satisfied with less—shoot Super-X 2¾" Magnum loads for the hunting thrill of your life!

EXCLUSIVE WESTERN SHOT SHELL FEATURES



SHOWN IS 2¾" MAGNUM LOAD

- Perfect gas seal
- Full, FULL power
- Perfect patterns
- More hits, more game

Loads of Confidence

SUPREME UPLAND LOAD

The careful, controlled power built into Xpert gives a hunter *exactly* the performance he needs for all upland game. Shoot Xpert . . . do better than you've ever done before.

All Western priming is rust-proof, non-fouling and non-corrosive.

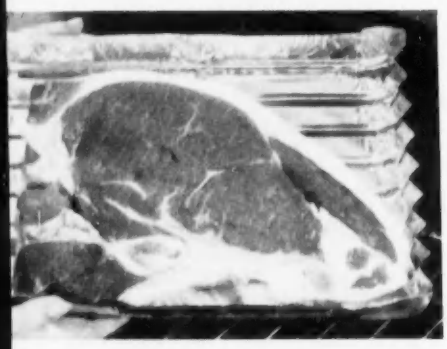
ARMS AND AMMUNITION DIVISION • OLIN MATHIESON CHEMICAL CORP. NEW HAVEN 4, CONN.

Keeping Up-to-date

IN YOUR HOME

LOOK NO HANDS--on the face of this new watch for a man. Instead, you read time (2:46 in the picture) through a V-opening. Hour and minute numbers are on precision discs that rotate into view. The Elgin "direct reading" watch is about $75, in jewelry stores.

HALLOWEEN IN 1955 will mean milk and medicine for suffering children all over the world--thanks to the little witches and goblins busy at work in thousands of American towns. "Trick or Treat-ers" share their Halloween with UNICEF by asking for coins for the United Nations Children's Fund. Youngsters themselves started the idea in 1950; last year children in 4,000 towns collected over $273,000. They hope their "Treat" will be even bigger this year, and it will, with your help. For information on how to get your whole town behind this new kind of Halloween, write "Trick or Treat," U. S. Committee for UNICEF, United Nations, New York.



A THROW-AWAY BROILER TRAY ends one of your messiest kitchen chores--cleaning the broiler pan. It's made of strong aluminum foil with high sides to prevent spattering on oven walls, has a deep-grooved corrugated bottom. Set of 5 "Broil-A-Foil" trays is 59¢ in supermarkets.

NEW CLEANER FOR FIBER RUGS is made by a manufacturer of fiber rugs: Deltox. Called "Spong-A-Fom," it's a sponge with detergent built in. Squeeze it in water, use resulting foam to clean rug. Cleaner is 59¢ in floor covering departments of stores.

COLORFUL CAROUSEL really goes around, makes an exciting centerpiece for a child's party. Hallmark packs it flat in an envelope so it can be mailed for a child's gift. At gift shops, $1.

MORE FLATTERING LIGHT for complexions, room colors, and food is yours in a new pink light bulb. You'll pay a few pennies more for the flattery--but it's worth it where you want to enrich colors and reduce glare--in your dining room fixture for instance. Made by Sylvania, General Electric, Westinghouse.

NEW STYLE FOR A CEDAR CHEST makes it a handsome furniture piece for any room. The one pictured is antique maple with a shutter-door design. Other cabinets in this "Patrician" group by Lane are in fruitwood or walnut, both Italian Provincial and Danish modern designs. Priced from $90 to $110. All are lined with ¾-inch red cedar, and have sliding shelves and storage drawers. End

Stage fever

(Continued from page 38)

she's now a salesgirl in Ethel L. Booker's dress shop—but she spends every spare hour at the Guild rooms.

"It's my second home here—really is," she trilled as she escorted me through the 100-year-old brick house. It was left to the people of Greenville to be a tax-free, rent-free art center by a schoolteacher, Miss Anna Bier. Here Wogaman was teaching painting, a decade ago, when high school kids with stardust in their eyes begged him to coach them in *My Sister Eileen*.

They needed scenery, so he made it—at the staggering cost of $57. He rented costumes. He secured a stage at no expense, so the venture came out $2 in the black. Seven hundred Greenvillers saw their kids perform—and from their enthusiasm was born the Art Guild Players. They opened this season in a 250-seat concrete-block building erected largely with volunteer help.

The Guild is still $1,000 in the black. And that's because of "Pappy" (Edward J.) Meehan, the frail but energetic 75-year-old retired business man, who is president of the Players. Each autumn he scurries around town selling ad space in programs and recruiting members. The "actives" pay $5—with privilege of attending workshops as well as plays; the "patrons" pay $3—for season tickets, only. Anyone can see one show for 50¢.

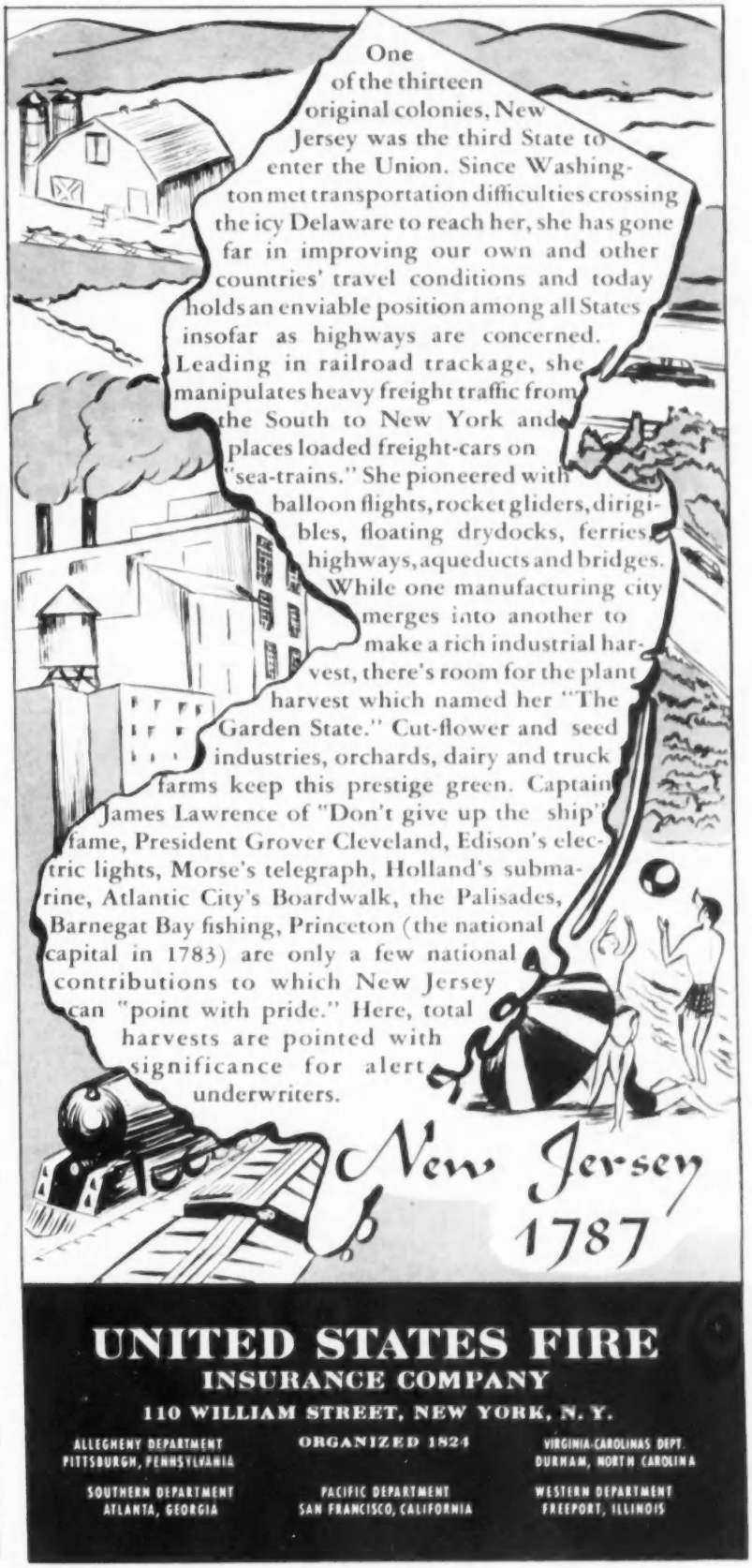
If something special in costumes is required, word simmers over the grapevine to Greenville housewives and usually they come through. That's how the Players got a German World War I helmet, a shelf of derby hats, and racks of Victorian gowns and wedding suits of the naughty-naught vintage.

Ina Whitesell, wife of a TV repairman, is mistress of the wardrobe and her motto could be, "If there's a need there's a way." When attics don't yield required dresses, she buys mill-end remnants, then calls her friends in for a sewing bee. "It's fun," she assured me, "never work!"

That goes for all Guild jobs, I decided, from painting scenery to firing the furnace for the playhouse. If blinds are to be cleaned, rugs beat, and floors scrubbed, members stage a "cleaning bee." Like as not before the chores are done the aroma of steaming hot dogs emanates from the kitchen while strains from a record player launch an impromptu dance.

With such a setting, drama in real life can unfold—and does. Once assistant director Jim Gray and Barbara Owne were cast in the same play—and now she's Mrs. Gray. And every night that Mrs. Mac Stolz is on stage she gets an armful of roses. From whom? Her husband, who works as a stage hand.

Rehearsals are a gay babble of



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LOOSE FALSE TEETH?

Amazing New CREAM Holds Plates Tighter, Longer THAN ANYTHING YOU EVER TRIED

POLI·GRIP

Double Your Money Back Unless it Gives You

More Comfort, More Security Than You Ever Had Before

Yes, the people who make Polident, the world's largest selling denture cleanser, are standing right behind their new adhesive cream, Poli-Grip, with an ironclad guarantee. You get double your money back, if Poli-Grip doesn't hold your plates tighter, longer than anything you've ever tried.

And that's not all. See if you don't find that Poli-Grip does all these wonderful things for you, too:

1. . . . forms a cushion between your plate and gums to eliminate the friction that makes gums sore and raw.
2. . . . holds shallow lowers, despite lack of suction.
3. . . . seals the edges of plates so food particles can't get underneath to cause irritation.
4. . . . enables you to eat hard-to-chew foods in comfort, like steak, apples, celery, even corn-on-the-cob.
5. . . . gives you full confidence to laugh, talk, sing without fear of embarrassment due to slipping plates.
6. . . . holds plates tight even during strenuous sessions of coughing or sneezing.

Won't life be wonderful with all these torments behind you? Be sure to be among the first to learn the glorious comfort of holding loose false teeth tight and snug with Poli-Grip! Buy a tube at your drugstore as soon as possible.

Made and GUARANTEED by the makers of POLIDENT

Many tried powders, found they failed!
Read what they say about this new way:

"For ten years my teeth wouldn't stay tight for more than two hours a day. I tried powders, but nothing worked till your new *cream*, Poli-Grip, came along."
Mrs. T. W., Medfield, Mass.

"I find your new cream, Poli-Grip, very pleasant and mild-tasting and it holds my loose plates very tight, longer than anything I've tried."
Mrs. H. D. M., Bradenton, Florida

"I like the wonderful holding strength of your new *cream* better than anything I've ever used. I like Poli-Grip's refreshing taste, too."
H. B. V., East Canaan, Conn.

"I definitely prefer Poli-Grip to other products I've tried. It holds my plate tighter and feels comfortable longer. Poli-Grip is cooling, soothing, never gritty."
Mrs. K. L., Los Angeles, Calif.

chatter until Wogaman quietly remarks it's time to begin. I listened to one in a backroom littered with rickety chairs and tables heaped with books and props. It was the second rehearsal for the 1954–55 opening play, *Parlor Story* (90¢ per copy from Samuel French, Inc., New York), but already the script was laid aside—attesting plenty of homework before mirrors.

"Remember," Wogaman broke in sharply at one place, "you're a quiet college professor." And again, "You're a wife ambitious for her husband to make money! Be a cat!"

Like professionals, the cast repeated each scene until it began to click—perhaps the fifth or sixth time around. And like professionals, they had learned that cardinal rule: *Never talk back to the director.*

During lulls I could hear a muffled mumble from down the hall where another troupe was starting its routine under Assistant Director Gray on the second play of the season, *The Cat and the Canary*. Another cast was being selected for the third and final play, *Father's Been to Mars*. Two rehearsals a week for six weeks are devoted to each production.

If an actor needs special help on voice or gestures he gets it. "We won't let anybody fail," Wogaman told me, later in his cubicle. "With seven men and three women as 'regulars,' we're always sure a play will go over."

I wondered aloud if other towns could repeat Greenville's success.

"Not a doubt of it!" he came back fast—then proceeded to tell me how.

First, he said, get together not more than five persons known to be interested. Compare notes on experienced talent, available stages, etc.

Second: Read. Read anything on community theaters that your book store or public library can supply. (Incidentally, Samuel French, Inc., New York, issues a catalog on theater books.) You'll also find *Players Magazine* (National Collegiate Players, Plainfield, N.J.: $3.50) stimulating.

Third: Tentatively agree on a director (someone with experience in directing or acting). Sound him out.

Fourth: Call an organization meeting of not more than a dozen people (too many would have too many ideas), including a reporter and a radio man if possible. They can be helpful. Rough out a plan for recruiting actors, raising funds, securing a stage (e.g. a school auditorium or an abandoned movie house).

Five: *Make jobs for everyone who will work!* Not everyone can be an actor—or wants to be—but there always are chores around a theater. *Make yours a real COMMUNITY theater!*

That's what they've done at Greenville. And it's a pity that "Little Sure Shot" Annie Oakley didn't live long enough to see it. **End**

Got a jackpot in your pockets?

(Continued from page 35)

to three dealers. (They advertise in hobby magazines.) Describe its exact condition and include a stamped, addressed envelope for reply. If three dealers agree on the value of your coin, you'll know you're getting a fair offer.

Should you clean your treasured lucre? Go easy here. A housewifely scrubbing can ruin a priceless coin but ordinarily it's safe to remove the dirt with very moist baking soda paste or mild soap. Wash gently, rinse and pat dry. Don't polish.

If in your piggy bank you find a valuable rarity such as the 1916 Liberty Standing quarter, don't clean it. Rare coins, like old paintings, deserve *expert* attention.

Now, are you ready to collect? Here's a good way to start: Buy a few Whitman coin folders, 35¢ apiece (at hobby shops—or from Whitman Publishing Co., Racine, Wis.). There are 35 of these folders. They're made of cardboard printed in silver and black on blue, and bear such titles as *Lincoln Head Cent, Liberty Head Nickel, Washington Quarter*. Insert your coins in spaces indicated by the year and mint mark.

Spaces will fill up rapidly—to a point. Then the going gets slower, for easy pickings are over. You'll soon begin to understand what is meant by a *rare* coin. You may decide to go to the bank and get a roll of coins to see if you can find what you need.

When you buy a coin folder, your dealer will give you a little printed check-list to carry in your wallet. From it you can tell just what coins you need. You'll probably get extra lists and push them on your friends to help you fill those yawning gaps.

Probably you'll eventually outgrow your folders. There are multitudes of ancient and modern foreign and a few U. S. coins for which there are no special containers. Tokens, medals and medallions also come into the fascinating realm of numismatics. Put such items into cellophane envelopes (you can make them yourself) and store in a safe place.

What's the fun of it all? I asked J. F. Pollard, He's president of the Miami Coin Club.

"It's a thrill to find a valuable coin," he said, showing me a 1921 Liberty Standing quarter in fine condition which he'd picked out of circulation the day before. "Somebody spent that as a quarter, and I can get $10 for it.

"But even more important is a new appreciation of geography and history. A real numismatist learns the story of his coins."

It's easy to remember historical dates when you link them with coins, he pointed out. When was Washington born? In 1732. The quarter commemorating his bicentennial was first minted in 1932.

I flunked economics—but I quickly learned facts I'll remember about our trade difficulties with China, when Mr. Pollard showed me Trade Dollars. They were issued in the 1870's to compete with Mexican dollars in the Orient and are the only U.S. coins to be disavowed as legal tender. Congress notwithstanding, they're worth two to five times their face value today!

See what I mean? Coin collecting *is* fun—especially if you join a club. If there's none in your town, apply for membership in the American Numismatic Association (Box 577, Wichita 1, Kan.). The annual $5 dues include a subscription to *The Numismatist*. Another good monthly is *Numismatic Scrapbook Magazine* (7320 Milwaukee Ave., Chicago 31). It's $3 a year.

You can spend a lot of money on the hobby, of course, but teen-aged Jeff Holdren has the better idea.

"Gee," he said as he fingered his worn coins, "looking for them is what gives me a charge. I wouldn't want to be a millionaire. They don't get the real fun—they just go out and buy what they want!" **End**

Check your old coins

Dealers pay these average prices for coins, according to condition, if required for their stock (data from *Handbook of U. S. Coins*, Whitman Publishing Co., 1955):

	Very Good	*Very Fine*
1926 S Lincoln cent	$ .03	$ .15
1923 S " "	.03	.15
1931 D " "	.04	.10
	Good	*Fine*
1919 S Buffalo nickel	.10	.25
1924 D " "	.05	.15
1924 S " "	.25	.50
1927 S " "	.12	.50
1939 S Jefferson nickel	.07	.12
1921 Mercury dime	.50	1.50
1921 D " "	.40	1.00
1927 D " "	.20	1.00
1927 S " "	.15	.50
1926 S Liberty quarter	.59	2.50
1927 S " "	.75	3.50
	Very Good	*Very Fine*
1932 S Washington quarter	.50	1.50
1932 D " "	.60	2.50
	Very Good	*Fine*
1919 D Liberty half dollar	.75	1.00
1921 " " "	1.00	3.50
1921 D " " "	1.00	2.50
1938 D " " "	.50	.65

No Engine Trouble in 75,000 Miles with

SINCLAIR EXTRA DUTY

Motor Oil

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Billy Kuykendall
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Tough Test!

Says Mr. Kuykendall: "By operating with Sinclair EXTRA DUTY Motor Oil in the last seven taxicabs which I purchased, they have exceeded over 75,000 miles each and none has had any engine trouble requiring either the removal of the cylinder head or crankcase pan plus the fact that there is no excessive oil consumption on any of the taxicabs in operation."

Positive Proof!

Mr. Kuykendall continues, "I have never used an oil with such remarkable anti-wear qualities as are found in Sinclair EXTRA DUTY Motor Oil. I feel confident that my cabs will operate efficiently in excess of 100,000 miles."

Give your engine the extra protection of this new motor oil. See your Sinclair Dealer!

New TRIPLE X MULTI-GRADE

—a super power oil for super power cars.

Sinclair Refining Company, 600 Fifth Ave., N. Y.

Here's warmth you can wash!

these insulated boots wipe clean inside and out... dry instantly!

Wonderfully warm and easy to wear, insulated Thermo-lites really help take the sting out of winter! These lightweight, non-rubber boots are *budget-priced*, too! You can outfit your whole family with Thermo-lites for much less than you'd expect. Be sure to see the many attractive styles and colors at your favorite shoe or department store *now*.

TOURRAINE
Women's and Children's trim-fitting pull-over with or without wool pile cuff. Black, Brown, Blond, Red, White.

TOASTI-TOES
Practical boot with tab closure for youngsters. Easy-on, easy-off over snow suits. Added height for extra protection. Red, Brown, White.

Red Ball **Thermo-lites**

By Ball-Band, Mishawaka, Indiana

WISKON—Really easy to slip on—yet stays on, even in heavy mud. Made from finest quality rubber compounds to give you the service you expect from footwear bearing the famous Red Ball Trademark.

FOUR-BUCKLE ARCTIC—Made of top quality rubber compounds for dependable, long-lasting protection. Has firmly-anchored, non-rust buckles and tough, non-slip sole. Get the finest ...look for the Red Ball Trademark.

RED BALL . . . QUALITY FOOTWEAR SINCE 1887

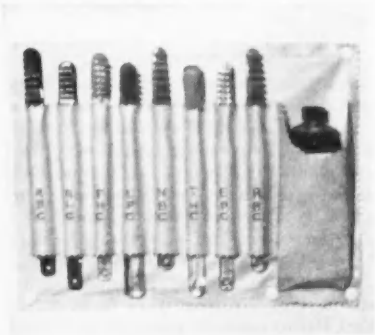
Quickies

for easier homemaking

Emergency Headlight—Keep a roll of reflector tape in the glove compartment of your car. If a headlight burns out on the road, paste several strips of the tape over the lens as a safety measure.—*P. M. Rehman, Illinois*

Bookmark—The handiest bookmark is a rubber band stretched over the cover to the page you want to mark. —*Mrs. Delvin Duplantis, Louisiana*

Toothbrush Holder—A neat and handy toothbrush holder for a large family can be made from oilcloth or heavy plastic. Stitch separate compartments for each brush and leave a large



one at the end to hold the tooth paste or tooth powder. Paint owner's initials on each compartment.—*Mrs. V. R. Hanson, Wisconsin*

Baby's Toy Bag—Hang a shoe bag on your child's play pen. He will have fun putting small objects in the pockets, and Mother will find it convenient for storing toys when Baby is asleep.—*Mrs. J. R. Karp, Florida*

Dust Cloth Storage—Keep your oily dust cloths in plastic bags to prevent greasy spots on walls or shelves.—*Mrs. H. T. Crouse, Tennessee*

Chicken Freezing Hint—Cut up chicken to be frozen, and wrap each piece in waxed paper; then pack in freezer bag or carton. The pieces will not freeze together in a chunk, and will thaw quickly when you need them. You can choose your pieces without thawing an entire chicken.—*Myrtle Cullen, Illinois*

Rubber Glove Removal—Run cool water inside gloves until fingers are

filled. Gloves will slip off easily. Rinsing inside also makes them wear longer. Dry gloves by placing them over milk or pop bottles.—*Mrs. Arthur Emery, Ohio*

Sweet Potato Tip—When boiling sweet potatoes, grease the inside of the pan. The grease will keep a gummy ring from forming on the pan.—*Mrs. Joe H. Newsom, Tennessee*

Child's Shampoo—Try washing your small child's hair as he lies on kitchen drainboard. Pad drainboard with towels and support his head over sink with one hand, rubbing and rinsing with the other. Soap and water will run away from his eyes.—*Mrs. Robert Ritchey, Virginia*

Squash Cutter—Use a meat saw when cutting hard-shelled squash. It does a neat job and is safer than a knife or cleaver which may skid.—*Mrs. A. K. Widson, Oregon*

Phone Ringing!—Make sure you hear the phone when you work in the basement by placing your phone on a metal pan on the floor. The vibrations amplify the ring.—*Blanche Campbell, California*

No Lost Parts—When repairing something with many small parts, place pieces on the sticky side of a length of adhesive tape in the order you remove them. This keeps parts safe, speeds reassembling.—*Mrs. Louis Ward, Iowa*

Homemade File Box—Use a sturdy cake flour or soap powder box as a base.

Cut away part of the box as shown in picture. Cover the box with wallpaper or the new adhesive plastic. You'll have an attractive container for letters, bills or recipes.—*Mrs. Harvey Haas, Illinois*

Good Grip—Glue auto weather stripping along each jaw of a skirt or trouser hanger that has lost its grip. Weather stripping will hold clothes, and extra thickness tightens spring.—*Mrs. L. E. Kanter, Wisconsin*

Splatter Shield—Fasten a washable roller window shade to the wall behind your range—so that roller is hidden by the range. When cooking, pull shade up and fasten to a wall hook placed several feet above range. When not in use, the shade can be out of sight.—*Mrs. Arthur Swenson, Minnesota*

Ice Pick Holder—Place two screw eyes at a safe place inside your cupboard—one under the other and about 3½ inches apart. Insert the ice pick through screw eyes.—*Howard H. Moody, New York*

Pen Insurance—When lending a fountain pen, always keep the cap yourself. You'll get your pen back!—*Bernice Chrisman, Nebraska*

Building Help—Use a block of wood as a measure between studs when toe-nailing studs to a floor plate. The wood block acts as a brace, too, when you pound nails in at an angle.—*John Works, Kansas*

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New heating discovery

ENDS COLD FLOORS

Only Perfection has it!

Now . . . thanks to an amazing Perfection invention . . . the Regulaire control . . . you can enjoy greater comfort from a home heater than ever before. Perfection gas or oil-fired heaters with Regulaire control the flow of warmth so accurately that chilliness around ankles or knees is eliminated. You have *no more cold floors*. No more hot or cold blasts of air, either. Unmatched guarantees. See a demonstration of Regulaire at your Perfection dealer's. Perfection Industries, Inc., (formerly Perfection Stove Co.), 7650-B Platt Avenue, Cleveland, Ohio.

YOUR HOME DESERVES
Perfection
67 YEARS OF FINE HOME HEATING PRODUCTS
HOME HEATERS • FURNACES

Fairacres is self-supporting and happy

(Continued from page 36)

repair of the septic tank, a new roof and other badly needed renovations.

The county, as landlord, footed the bills for these improvements—$10,421. Just the year before, however, when the home was a county budget item, it had cost local taxpayers $16,383.

Now the house committee needed cash for furniture. Cooperative newspapers and aroused board members spread word of Fairacres far and wide. Soon everyone wanted to help. The Rotary Club of Joplin contributed $657; the Ministerial Association of Carthage refurnished the men's lounge; Home Economics Extension groups made scores of pillow slips and dresser scarves; Soroptimist Clubs in Joplin and Carthage outfitted the women's hall. The voluntary Association, you see, had furnished what the county couldn't—initiative, push and drive.

The place still was inadequately furnished—and applications for residence were increasing, now that Fairacres had a new look.

Two of the three women on the board were Soroptimist members. And they rallied not only their "sisters," but every women's organization in the county for a money-raising stunt called "Vanishing Coffee Parties."

Here's how it worked: One Soroptimist from each town invited to her home six women representing six organizations, for coffee and cookies—and much talk about Fairacres. Each guest contributed 50¢ and agreed to invite *five* friends to her home for a similar event. Each of the five guests had coffee parties for *four*, etc., on down.

Enthusiasm was such that the party chain continued unbroken, to the vanishing point of one guest each. And the 50¢ gifts totaled $2,542—enough to meet furnishing needs that first year.

Once the renovation was complete, Fairacres began to pay for itself. Guests whose only income was Social Security or a state pension were charged $55 a month—of which $5 was set aside for their own use, to spend as they wished. Guests with more means of their own—their number has grown each year—paid $75–$100 a month, depending on how much care they needed.

Those are still the rates, although the number of guests has tripled and there's now a 15-member staff.

Unlike most "county farms," Fairacres is not attempting any agriculture, except for a few acres reserved as a garden where the old folks can putter, and feel that they're being useful.

On the average county farm, which depends on inmate labor, the farming is poorly done. Livestock and the land yield little, compared to the costs. That's the way it was in Jasper County until Virgil Sapp, County Agent and chairman of the Fairacres Farm Committee, took hold. He leased the farm to a neighboring farmer as tenant. Despite three years of drought, Fairacres' farm income was $566 last year with none of the headaches of management.

Fairacres now has a surplus of $12,000, so I. A. Albright, board treasurer, told me. That money will eventually go for further improvements—an elevator to the third floor (now in full use); a trained occupational therapist to teach handicrafts. . . .

You can see why Fairacres no longer accepts donations. Mrs. Wallower tells those who offer: "Give your money to another worthy charity. We're self-supporting."

Goodness knows how much time the Investigation and Admittance Committee has spent on Fairacres. Dr. George Wood, chairman, and Judge Smith have done most of the work.

Referrals come from the County Welfare Association, the Jasper County Health Department. Families seek out Dr. Wood or Judge Smith begging: "Please take Papa. He's *such* a care; mind gone, you know. We can help pay for him. . . ." Sometimes an enfeebled old soul will ask in person for the shelter and security of Fairacres. "I'm so lonely. . . . I can't take care of myself any more."

Committee members visit the families, talk with the old people. If it seems advisable, the applicant is admitted on a two-week trial basis. Almost without exception, the old folks settle down gratefully at Fairacres.

"Don't worry, Sir—they were only blanks. I just wanted to illustrate a point."

Hopeless invalids and the senile who are violent must be refused. Fairacres isn't staffed to handle them. But the aged childish are welcome.

In fact, one of the important contributions of Fairacres is relieving Nevada of "rocking chair" patients. Formerly 28% of Nevada's inmates were senile old folks, taking up bed space and the time of attendants that should have gone to the curable mentally ill.

It's the little things as well as the big ones that make Fairacres a good place to live. Not only spotless rooms, clean clothes, good meals; but regular check-ups by the county doctor, new teeth and glasses if you need them; hymn-singing in the auditorium each Sunday; radios and television to help pass the time; shampoos every two weeks, and permanents for the "girls"; skilled care by a Joplin chiropodist who devotes his Thursday afternoons off to tending feet that have traveled too many miles for too many years.

"You should see how their health and spirits pick up, once they can walk without hurting," Mrs. Millie Spence, the superintendent, told me as we toured the building. "Up on their feet, they can *be* someone again."

Relatives may visit Fairacres whenever they wish; some go pathetically seldom. Sometimes the old folks are invited to their relatives' homes for week ends. But they don't want to stay. The hustling world of active folk is hard on you when you're old and feeble. It's better to be where the pace is slow; where others have embarrassing weaknesses, too; where you feel you belong and aren't just a nuisance.

It takes more than good will to run a Fairacres successfully.

"Each board member must *want* to serve; if someone is reluctant, drop him," says Mrs. Wallower. The Fairacres board has 9 men and 3 women. ". . . about the right ratio," she believes. "Women are sentimentalists—and you can't run a Fairacres on sentiment. It takes sense as well as sensibility." Also you need to hire a good superintendent and staff, and pay them well. "Maybe you won't get what you want at first. But keep looking . . . we did."

Finally, each person connected with a Fairacres, must know in his heart that "I *am* my brother's keeper;" that "Inasmuch as ye have done it unto one of the least of these My brethern, ye have done it unto Me." **End**

Only Borden's Starlac® gives you these pre-measured quart envelopes!

No muss, no fuss, no measuring! Get three 1-quart envelopes in the new red package.

Just tear off top of envelope of Borden's NEW Instant Starlac . . . pour into a quart of cool drinking water . . . a swish of the spoon . . . and you have the nonfat milk that's *really* ready in an instant.

WOMEN VOTE 2 TO 1*... STARLAC TASTES BETTER

From Borden's, famous name in milk, comes New Instant Starlac. No wonder it tastes so good! In recent home-use taste tests,* when women made a choice among leading brands, they preferred Starlac *2 to 1*.

And remember, Starlac is the finest pasteurized milk—with only the water and fat removed. So Starlac will give your family *all* milk's proteins, *all* milk's B-Vitamins, *all* milk's calcium and other minerals.

Wonderful for drinking! Perfect for cooking and baking, too.

NEW INSTANT STARLAC

Real milk nourishment...only about 8¢ a quart in the 5-qt. economy package!

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Extra oven you can

CAL AND DON YOUNG

Town Journal FAMILY TESTED

Dinner comes out of the roaster when Mrs. Bradel, Nancy and Bob get home from church. The menu: baked chicken legs, foil-wrapped sweet potatoes and baked apples

AN ELECTRIC roaster may be a luxury—but it's about as handy a luxury as you can have around the house, say our Test Group families who have one.

"It's so easy to carry in the car," these homemakers say. "Wonderful for hot meals on a picnic." . . . "Just the thing for toting hot food to a church or community dinner." . . . "Gives you an extra oven when you're fixing a big family holiday feast. . . ."

Mrs. M. A. Boone of South Carolina likes it for baked dishes that require slow cooking "like my chili recipe."

Mrs. H. H. DeLong, a South Dakota homemaker, uses her roaster "for my Sunday meats—lets us all go to church"—and for big batches of baked beans.

A favorite roaster meal of the R. M. Rust family, California, is meat loaf, green beans and baked potatoes. You just season beans, add half a cup of water, and cover. Meat pan, casserole dish and potatoes fit nicely in a roaster.

Here are recipes for the Test Family favorites we've mentioned. If you don't have an electric roaster, just cook them in your range oven.

Baked Chicken Legs

6 chicken legs, 2½ to 3 lbs.
1 egg, beaten
¾ c. cracker crumbs
2 tsp. salt
¼ tsp. pepper
Monosodium glutamate
⅓ c. butter or margarine

• Wipe cleaned chicken legs with damp paper towel.
• Dip pieces in egg, then in cracker crumbs. Sprinkle with salt, pepper and monosodium glutamate.
• Place chicken in a buttered casserole. Dot with butter or margarine. Cover; place on rack in roaster pan.
• Bake at moderate heat (350°) for 45 to 60 minutes or until tender. Makes 6 servings.

Mrs. Robert Bradel
Morrisville, Pa.

Boston Baked Beans

1 qt. dried beans
½ c. brown sugar
2 tsp. dry mustard
3 tsp. salt
2 tblsp. molasses
¾ lb. salt pork or bacon

• Pick over beans and wash thoroughly. Cover with cold water; let soak overnight. Be sure water comes several inches over the beans. In the morning

tote

drain water from beans.

• Put drained beans in inset pan of roaster or in a large casserole on a rack. Cover with fresh water.

• Set roaster controls for simmer (about 300°). Cover and simmer until skins pierce easily, takes about 1 hour.

• Add sugar, mustard, salt and molasses. Stir gently to mix.

• Cut salt pork into slices or large cubes. Bury pieces in the beans.

• Continue baking for 7 hours. Add water as needed to keep beans moist.

• Uncover last hour of baking to brown the beans. Makes about 3 quarts.

Mrs. H. H. DeLong
Brookings, S. D.

Chili

1 pt. red Mexican beans
4 strips of bacon
2 medium onions, chopped
1 green pepper, chopped
1 lb. ground beef
3½ tsp. salt
1 can (1 lb. 4 oz.) tomatoes
1 can (1 lb. 4 oz.) tomato juice
1 tblsp. chili powder

• Cover beans with water and soak overnight. Drain.

• Fry bacon until crisp. Remove from skillet. Add chopped onions and pepper; sauté until lightly browned.

• Add ground beef. Break into pieces with a wooden spoon; sprinkle with 1 tsp. salt. Brown well.

• Combine beans, meat and remaining ingredients in the inset pan of your roaster. Cook at 275° to 300° temperature, simmering ingredients until beans are tender, about 3 hours. Makes 2 qts.

Mrs. M. A. Boone
Clemson, S. C.

Meat Loaf

2 lbs. ground beef
1 medium onion, sliced
2 eggs
1½ tsp. dry mustard
1 tsp. chili powder
1½ c. stewed tomatoes
2 slices wheat bread, broken into pieces
2 tsp. salt
¼ tsp. pepper
4 strips of bacon

• Combine all ingredients except bacon. Pack into a 2-quart loaf pan. Place bacon strips across the top.

• Bake in a preheated roaster at moderate heat (350°) for 1½ hours.

Mrs. R. M. Rust
Camarillo, Calif.

End

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In the long run, I have found, you get more for your money—make fewer mistakes.

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DRAWING: OTTO BAUMAN

We have family powwows

In free-for-all confabs, this Michigan family threshes out problems, divides up the chores —and passes out the wampum!

By Thelma S. Douglas

IF ONLY my husband and I had thought of having powwows when our wild Indians first showed signs of trouble on the reservation, we'd have fewer uprisings to look back on. But we did a good deal of muddling before powwows occurred to us.

What's a powwow? Well, Webster says it's "a ceremony marked by noise and feasting, and performed for the cure of diseases, success in war, etc." That comes close to describing ours—just modify the purpose a little to make it "for the cure of whatever ails us."

Since child psychology first put the Indian sign on us, Mac and I have resisted the theory that all the misdeeds of the younger generation can be placed on their parents' doorstep. Our big responsibility, we felt, was to teach our children to face up to *their* responsibilities, and stand on their own feet. But how to do it was a problem that presented difficulties.

First we tried ladling out rules. "Keep these or else," we implied grimly. You can guess what happened. Administering the "or else" for one broken rule after another turned out to be a full-time job.

At length the flaw dawned on us: We, the parents, had been making all the rules. Why not, we decided, work out a family code with our children? Everyone agreed to try the idea, so we elected officers, and started attacking our family problems with parliamentary procedure.

Now the formal council, prescribed by many experts, must work fine for lots of families. It didn't for us!

In the first place, we are an informal tribe. None of us is above shouting an opinion or grabbing the conversational ball and running away with it. Anyway (it turned out), we get things done better by talking them over in friendly, if noisy, fashion than when we have to "address the chair" and "second the motion."

Then, too, we tried the family-council idea when Doug and Betty were in their teens and Bruce and Jane were still quite young. The six years between the second and third child seemed like sixteen at that point. It was almost as if we had two families, with the interests of one not concerning the other at all. Our teeners had dozens of activities demanding their time, and they couldn't see any sense in waiting for the small fry to labor over Minutes or Treasurer's Report.

Besides, our eldest observed astutely: "You and Dad always get your way in the end—why all the trimmings?"

So our family council died dismally, and Mac and I had to admit that we were licked again. There we were, two bewildered parents—with four lovable youngsters wanting to stay out all hours, demanding larger allowances, monopolizing the telephone and shirking chores.

We just had to work out something; so I guess you could say that necessity was the mother of our powwows. These family get-togethers, "marked by noise and feasting," have worked wonderfully well for us.

Any one of us can call a powwow. There is no red tape. Usually someone hollers for a session about once a week. In our own lusty fashion, we settle matters ranging from how long you can hang onto the phone, to the best way to treat a bully, to how much loyalty you owe a friend who has behaved badly.

Without doubt, one reason for the powwow's popularity (and regularity) is that we make it the ceremony for distributing wampum. The children receive their part of the family money according to ages and needs—not strictly according to the amount of work they do, but because as members of the family they are entitled to a reasonable share in its income.

It follows, however, that they must share its work, too—so at our first powwow, we figured out a schedule of chores. We posted a list of routine jobs, and each person put his initials after

the ones he preferred to take over.

Mac and I led off by signing up for duties that were obviously ours. Then, to our surprise, the children cheerfully signed for about the same tasks they'd always fussed about. They even added a few jobs we hadn't thought of! The younger two, for instance, volunteered to keep the books dusted, current magazines arranged on table tops, and the piano keys cleaned.

There are always some jobs nobody wants. We divided these by each choosing the one least objectionable to him. It's strange how cleaning the garbage can becomes less unpleasant when everyone else is stuck with a similarly obnoxious chore!

Another of our early powwows was spent in planning *My Day* schedules for each of us, so we could all make time for rest and play. The younger fry taped their schedules proudly to the bulletin board; but Doug's and Betty's went up on the back of the kitchen door, where their friends wouldn't see them.

The plans we make don't always work, but there's always another powwow! Once Jane signed up to dry the supper dishes, Jane needs a great deal of sleep, though, and has to go to bed earlier than the others. It came out in powwow that she wasn't getting any time between dishes and going-to-bed; so Bruce gallantly said he'd dry the big share, if Jane would see to the glasses and silver.

If we compose poems or sing songs as we do dishes, Bruce willingly dries them and wishes for more.

Our powwow-inspired schedules are flexible enough to allow the children to earn extra money. If Doug or Betty needs time to do some yard work or baby-sitting, we all pitch in to help them with their home duties. And if any of the children takes on a job which we've usually hired done, we pay accordingly. (But by the job, not by the hour!)

When the older children helped at summer camp, the younger two willingly took over most of their work at home. This was worth while, for with extra chores came extra privileges—like staying up later to watch TV.

We had a time deciding whether to buy that TV set! Dad and I held out against it, afraid that it would take over our family life. So the kids held their own powwow, drew up rules for watching television, and presented us with the document, officially signed. What could we do but give in?

We haven't been sorry. For the several years we've had TV, the children have done a good job of keeping it in its place. Occasionally there are lapses; but we get full cooperation again by reading aloud the youngsters' own rules, at a powwow.

Mac and I have learned a great deal from our family powwows. Not one of our foursome would now say "You always get your way." We are acquiring the knack of listening respectfully, though without formality, and giving youthful ideas a chance to work.

The light touch comes more easily to us now than the grim, we're-your-parents attitude. As Betty says, we're all putting more and more Wow in Powwow! **End**

IN FAVOR OF SCARLET

A tiny miss, when the day is cool,
Should flaunt a bright red coat
at school;
And when to teen-age she advances,
Red swirly skirts are right for dances.
When motherhood comes, and chores
get irksome,
She'll find a red suit's mighty
perksome.
At middle age, a red chapeau
Will lift her up when she's feeling low.
And when she's ancient, and seeks
her chair,
Do bring her a little red shawl
to wear.
For—five or ninety, maid or wife—
A gal needs scarlet in her life.

—Beulah Ridgeway Winans

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When you've got a real cold - get a real cold tablet BROMO QUININE

The champ tells how to place-kick

(Continued from page 37)

relax whenever Lou steps back to kick. "I sit there with my fingers crossed, not even breathing until the ball is over the goal posts. I think I'm more worn out after a game than Lou is."

A glance at the books shows she has slim grounds for apprehension. Groza holds nearly every scoring record in professional football. Season after season he is the Browns' top point-maker, though he's made only one touchdown for them. When he helped to boot them to the world title again last season, he raised his scoring total, in nine professional years, to *687 points* —one to three points at a time!

Each time his educated toe propels a ball through the uprights he is breaking a record, usually his own. Going into this season he had successfully kicked 349 conversions out of 358 tries —a 97-plus percentage. His field goal record shows perfect kicks 55% of the time, an equally phenomenal mark. Small wonder he was dubbed "The Toe" at the age of 23.

One of his records probably never will be equalled. In regular league games he kicked 109 consecutive extra points without a miss.

Is Lou Groza, then, merely the most talented place-kicker in the business? Not by a long shot. Last season he was named as a tackle on the Associated Press All-Pro offensive team. Year after year a Touchdown Club somewhere (last year it was Washington, D.C.) names him the league's Most Valuable Player. Coach Brown, customarily careful with superlatives, describes him frankly as "the best kicker in the world *and* the most valuable tackle in captivity."

Groza usually participates in every bruising offensive play at left tackle—against linemen 20 pounds heavier. "I just wouldn't be happy waiting on the bench to make the next kick," he says.

Groza fans are astonished, on inquiring into his background, to discover that this highly-skilled gridiron star never played a minute of varsity college football. He began his career amid the blast furnaces and coal mines of Martins Ferry, Ohio.

"Pop" Groza, a six-foot, Hungarian-born tavern keeper, at first refused to let his four strapping sons play football; they might get hurt, he said. But under persistent badgering he relented, and his eldest son John was the first gridiron Groza. Lou's brother Frank was next, and became the first place-kicking Groza. He was taught the art by an uncle, Julius Koteles, who played semi-professional ball.

"Frank did all the kicking for the high school varsity when I was in the eighth grade," Lou recalls today. "That summer he used to go down to the Mill Field to practice kicking, and I'd

PETER HASTINGS, BLACK STAR

FAMILY MAN. Off the field, Groza is a quiet home-lover. Here he poses with his wife Jackie, son Jeffrey, daughter Jill and brand new baby boy, Jonathan.

retrieve the ball for him." In return, Frank taught his chubby kid brother the fundamentals of kicking, blocking and tackling. The tutoring paid off; as a 14-year-old freshman Lou made the Martins Ferry varsity. "I could kick a ball pretty far by then, so they'd let me kick off and I'd go back to the bench." The following season he became a regular tackle.

In his senior year "The Toe" made every All-Ohio selection and a number of colleges were already on his trail. He picked Ohio State, where Paul Brown was then head coach.

The draft closed in before he was eligible for varsity football, and the 19-year-old freshman was sent to Camp Barkley for medical training. Paul Brown sent him footballs and shoes and in his spare time the conscientious Groza practiced kicking.

With the 96th Infantry Division, he hit Leyte and Okinawa on their respective D-Days. As a front-line medic he helped save many lives and saw many more die, but he talks little about it now. His division was poised to invade Japan when the first A-bomb dropped and it was all over.

Back on Leyte he used his combat boots to practice place-kicking again. When he read about the new Cleveland professional team signing Brown as coach, he wrote him asking for a try-out.

Paul Brown signed him to a contract two days after his discharge, but made him promise he'd return to college during the off-season.

Coach Brown didn't realize, at first, what he had in Groza. "I knew he could kick a long field goal, but I never thought he could make them from mid-field. Whenever we'd get up around the 50-yard line and seemed to be stuck Lou would get off the bench and start warming up, sort of eyeing me. Once I asked him, 'you don't really think you can kick one from there, do you?' He just said 'I think I can! And he did."

Because of Lou's uncanny accuracy, Brown often finds it wiser to place-kick on the fourth down, rather than play safe by punting. So far his longest successful field goal came from 53 yards out, just three yards short of the record (set by Al Rechichar of the Baltimore Colts in 1953).

Groza insists that place-kicking is a three-part operation in which the center and the holder should share credit with the kicker. "If they don't do their jobs precisely right, you're out of luck."

His kicking formula:

"First I mark the spot where the holder will place the ball. That spot splits the uprights, and in my case is about seven yards behind the line of scrimmage.

"Then I move two steps behind that spot, look at the crossbar and square my shoulders parallel with it.

"Next I concentrate on the spot, trying to imagine the ball is already there, and forget about the goal posts.

"I try to hit the ball one fourth of the way up. For a beginner, it's best to mark the ball; after a while you can judge it yourself.

"As soon as the center snaps the ball I move forward, all my attention on the spot I want to hit. The first step is a short one with the right foot; the second a lunge, meanwhile cocking the right leg.

"Then I kick, locking the knee and ankle joints as my leg swings down, aiming my toe squarely at the spot I've been concentrating on. I keep my head down and watch my toe hit

the ball, then follow through, taking one more step. I never watch the ball after that—if the kick is good I can tell by the crowd."

During his first year with the Browns, Lou's holder was Don Greenwood, a Phi Beta Kappa from the University of Illinois. As he noticed Groza measure out his steps for each kick he suggested, "Why don't you make a tape—you stand at one end and I'll put the ball down at the other."

"The Toe" studied the rules, found the device to be legal, and devised one to fit his stride. He carried it in his helmet and pulled it out whenever called on to kick. Soon high school and college kickers throughout the country were using a similar tape. The professionals eventually ruled it out, but it's still legal among colleges.

On his kickoffs, Groza is the first man down the field and opponents always assign at least one man to charge him as hard as possible. He explains, "My follow-through gives me plenty of momentum, and if they don't delay me I sometimes can get downfield almost under the ball."

Lou's kicking shoe, a size 11½, has a special square toe; the left is of normal shape. His right calf, relaxed, measures a massive 18 inches around; the left, two inches less.

When Groza played his first season as a pro, his salary was about $4,500. "That's all he was worth as a kicker," says Brown. Ten years later he is undoubtedly the world's highest-paid tackle and one of the top-salaried players in the game.

In still another way his talent is expensive to the Browns, who allow spectators to keep any ball kicked into the stands—every year "The Toe" kicks away $300 worth of pigskin.

Despite the violence of his profession, Lou is quiet and soft-spoken and wears a constant, infectious smile. He doesn't smoke, seldom touches even beer, though his father once owned a tavern. "Pop was good at turning me over his knee," he grins.

His sole recreation off the field is romping with his three chidren, Louis Jeffrey, Laurie Jill and Louis Jonathan, born a year apart. The names were chosen to give each the initials "L.J." representing the Lou-Jackie combine. The Grozas now own a pleasant, modern home in Berea, a Cleveland suburb.

Planning for the future, Lou has parlayed his golden toe and his college degree in Business Administration into three profitable dry-cleaning stores (he sometimes spruces up teammates' suits free of charge). He also has a healthy life insurance business. Unlike his teammate, star quarterback Otto Graham, who is anxious to hang up his cleats, Groza wants to stay in professional football "as long as I can—I don't think I'll ever make a good spectator."

All of which makes Paul Brown and Cleveland very, very happy. **End**

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G-E Freezer holds 525 pounds . . . yet takes less than 1 square yard of floor space!

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The new General Electric Freezer also gives you all these wonderful convenience features: juice can dispenser, ice cream conditioner that keeps ice cream at spooning temperature, two easy-freeze trays for loose-pack freezing, five refrigerated surfaces, deep Stor-well.

And, every G-E Freezer has the same type of sealed-in refrigerating mechanism that has kept 3,500,000 G-E Refrigerators operating so efficiently for periods of 10 years or longer.

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Two in one! In addition to the convenience features of an upright freezer, the compact G-E Freezer gives you the advantages of a chest-type freezer, too. G-E's Stor-well and baskets (above) provide 4.4 cubic feet for storage of bulky items.

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Put up your number

Make it easy for folks to find you

PHOTOS: MAX TATCH

WHEN YOU CHOOSE numerals, pick them to harmonize with house design. Simple block letters on this modern home are easy to read from the street. End

PHOTO (TOWN JOURNAL KITCHEN): PETER DANT STUDIOS

Autumn special

Spice cake... *made with* cider

IF YOUR family fancies cider (show me one that doesn't!) they're certain to like this dessert. Cake, filling and frosting all are made with apple cider. Sure hit for club refreshments.

CIDER AND SPICE CAKE

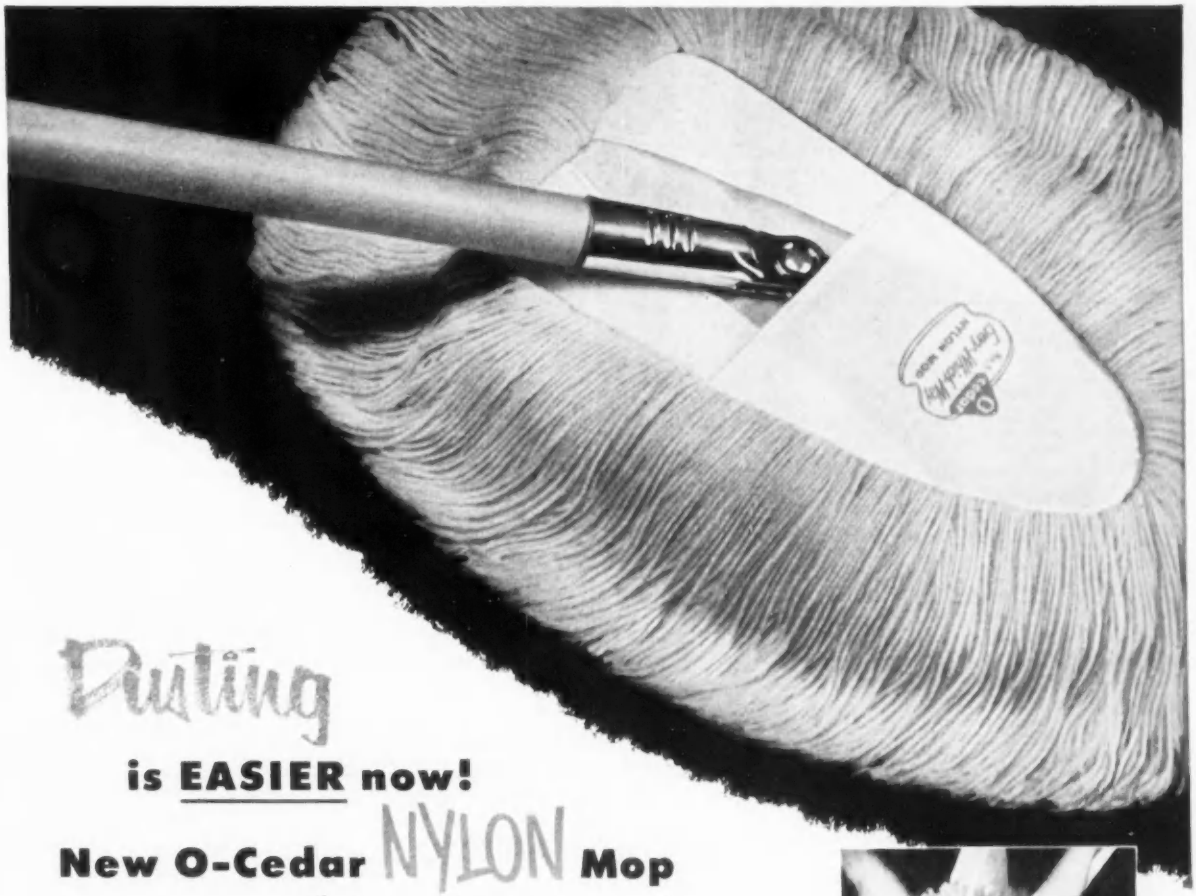
3 c. sifted cake flour
3 tsp. baking powder
¾ tsp. salt
1 tsp. cinnamon
1 tsp. nutmeg
¼ tsp. ground cloves
¾ c. shortening
1½ c. brown sugar
3 eggs
1 tblsp. lemon juice
1 c. cider

• Sift flour; measure, sift again with baking powder, salt and spices.
• Cream shortening and sugar. Add eggs and beat until thoroughly blended.
• Add lemon juice to cider. Add alternately with dry ingredients to creamed mixture, beating after each addition.
• Pour batter into three greased, 8-inch round cake pans. Bake in moderate (350°) oven for 25 to 30 minutes.
• Let stand for 10 minutes; turn out to cool. Spread Cider Filling between layers; frost with Creamy Cider Icing.

Cider Filling: Combine ½ c. sugar, ¼ tsp. salt and 3 tblsp. cornstarch in a saucepan. Add 1 c. cider; mix. Cook over low heat, stirring constantly, until thick and clear. Remove from heat. Add 2 tblsp. lemon juice and 2 tblsp. butter or margarine. Cool.

Creamy Cider Icing: Melt ½ c. butter or margarine in a saucepan; blend in 3½ tblsp. flour and ¼ tsp. salt. Add ½ c. cider; stir well. Bring to a boil. Cook for 1 minute, stirring constantly. Remove from heat. Add 3 c. sifted confectioners sugar. Beat well. Add ½ c. finely chopped nuts.

—Betty Hosking



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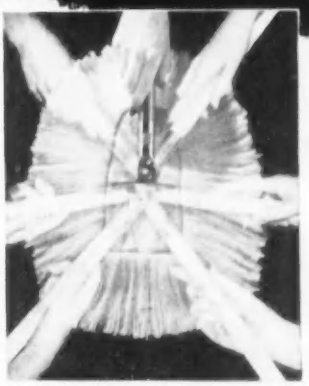

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"Magne-Static" Action saves dusting time

The big 100% virgin nylon pad creates a "Magne-Static" Action that picks up more dust—holds it until you shake it free. Washes easily and dries quickly—just like your nylon stockings . . . stays soft and fluffy. Your choice of beautiful pink, white or blue nylon, $3.95. In fine cotton yarn, $2.59. Ask for the O-Cedar mop that goes "Every-Which-Way" . . . you'll see how wonderfully it lightens and brightens your work day!

FAMOUS TRIANGULAR DUST MOPS NOW IN COLORFUL NYLON $3.49

Available where you buy cleaning supplies

See how easily it steers around chair and table legs.

"Magne Static" Action of nylon yarn picks up and holds more dust.

Just a twist of the handle adjusts pad to dust a 50% wider path.

O cedar

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(O-Cedar of Canada Ltd., Stratford, Ontario)

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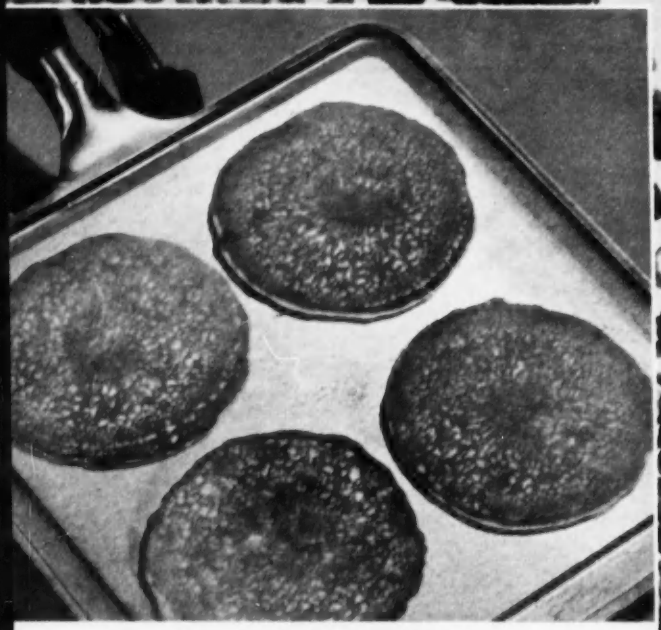
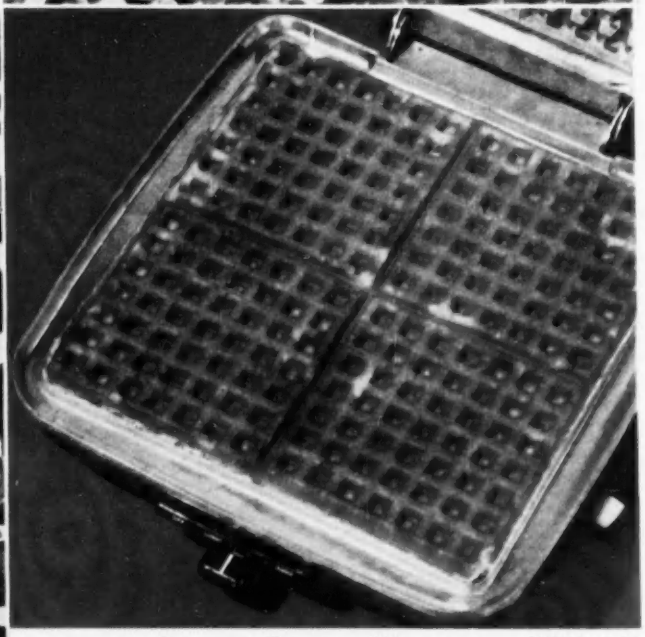


Cereal Griddle Cakes

Date and Nut-Bran Bread

Cereal Muffins



Cheese Cereal Waffles

ROBERT E. COATES

Watch the family's breakfast appetite pick up when you serve our

Quick breads with cereal added

By Ann Satter
FOOD EDITOR

WANT to see the family eat a good breakfast without prodding? Then try serving one of these cereal quick breads at that important first meal of the day. Eating well at breakfast gets you off to a good start—wards off mid-morning tiredness. Crisp, ready-to-eat cereal—almost any kind—gives breads, griddle cakes, waffles and muffins a rich, nut-like flavor. No need for a sales talk from Howdy Doody or Roy Rogers to get the children to eat their cereal when it comes so attractively served.

There are many ways to vary these quick breads. The muffins take to almost any fruit—blueberries, diced apples, pineapple. . . . Add banana or apple chunks to the griddle cakes for a tasty change . . . and there's cheese in the waffles for extra protein, which means extra nourishment. Date and Nut-Bran Loaf (it keeps for days in the refrigerator) tastes especially good with that second cup of breakfast coffee, or for an evening snack.

We developed these recipes in our Town Journal Kitchen and tested them until we're sure they're just right.

Cereal Griddle Cakes

1½ c. milk
¾ c. corn and soya shreds*
1½ c. sifted flour
3 tsp. baking powder
1 tsp. salt
¼ c. sugar
½ tsp. cinnamon
2 eggs, well beaten
2 tblsp. melted shortening or salad oil
1 c. peeled, finely diced apples or 1 c. diced banana

• Combine milk and cereal. Let stand.
• Sift flour; measure, sift again with baking powder, salt, sugar and cinnamon.
• Add eggs and shortening to milk and cereal. Add apples or bananas.
• Add dry ingredients all at once. Stir just enough to blend well. Do not beat.
• Bake on a hot, lightly greased griddle until brown on both sides. Serve hot.

Makes 12 four-inch pancakes.
*If you wish, use the same amount of grapenuts or bran and fig flakes instead of corn-soya cereal.

Date and Nut-Bran Bread

1½ c. boiling water
1 c. chopped dates
2¼ c. sifted flour
1 tsp. soda
1½ tsp. baking powder
1 tsp. salt
½ tsp. cinnamon
½ c. quick-cooking oatmeal
1 c. whole bran cereal
½ c. chopped pecans or walnuts
2 c. light brown sugar
3 tblsp. melted shortening or salad oil
1 egg, beaten

• Pour boiling water over chopped dates. Cool slightly.
• Sift flour; measure, sift again with soda, baking powder, salt and cinnamon. Add oatmeal, bran cereal and nuts.
• Add brown sugar, shortening and egg to date mixture. Stir until blended.
• Add dry ingredients. Stir just enough to combine thoroughly. Do not beat.
• Pour into a greased or waxed paper-lined 2-quart loaf pan (approximately 9x5x3-inches). Bake in a moderate (350°) oven for 60 to 80 minutes, or until done.
• Let stand for 10 minutes. Turn out to cool on rack.

Cereal Muffins

1¼ c. milk
1½ c. whole bran cereal*
1½ c. sifted flour
⅓ c. sugar
1 tsp. salt
3 tsp. baking powder
1 egg, beaten
¼ c. melted shortening or salad oil

• Combine milk and cereal in a large mixing bowl.
• Sift flour; measure, sift again with sugar, salt and baking powder.
• Add egg and melted shortening to the milk and cereal. Add the dry ingredients. Mix just until dry ingredients are moistened, batter is lumpy, not smooth.
• Fill greased muffin pans two-thirds full. If desired, sprinkle tops with sugar-coated flakes or cereal. Bake in a hot (400°) oven for 20 to 25 minutes. Makes 12 medium-size muffins.
*If you wish, use 3 cups of corn flakes or 2 cups of ready-to-eat oat cereal instead of bran cereal.

Variations: To basic Cereal Muffin recipe above add ingredients as indicated for each kind of muffin. Blend

Cooking is one of her hobbies

Wins in Her First Cooking Competition

Elizabeth is satisfied to hold her mother's prize ribbons, but little Mary is determined to get a good look. Mrs. Chester McNelly of Webster City, Iowa won those 5 awards last year in competition at the Hamilton County Fair—and it was her very first cooking contest.

Mrs. McNelly loves to try new recipes, but new or old, when a recipe calls for yeast she uses Fleischmann's Active Dry Yeast. "It's so dependable," she says. "Always lively and fast-rising. And it's convenient too—keeps for months."

Here's a tip for women who bake at home. The handiest yeast you can buy is Fleischmann's Active Dry Yeast. It's so easy to use—dissolves in a jiffy and rises fast. Fleischmann's Active Dry Yeast makes it so convenient for you to serve yeast-raised specialties. It keeps for months—always ready to use. Get Fleischmann's Active Dry Yeast—the yeast prize-winning cooks prefer.

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Quick breads

these in before adding dry ingredients.

Blueberry Muffins: Add 1 cup fresh or unthawed frozen blueberries. Or add 1 cup well-drained canned blueberries.

Apple Muffins: Sprinkle 2 tablespoons sugar and ½ teaspoon cinnamon over ¾ cup finely diced, tart apples. Toss lightly; add as indicated.

Pineapple Muffins: Add ¾ cup well-drained, crushed pineapple.

Bacon Muffins: Crumble 4 strips of cooked crisp bacon; add as indicated.

Cranberry Muffins: Add 1 can (7 oz.) whole cranberry sauce.

CHEESE CEREAL WAFFLES

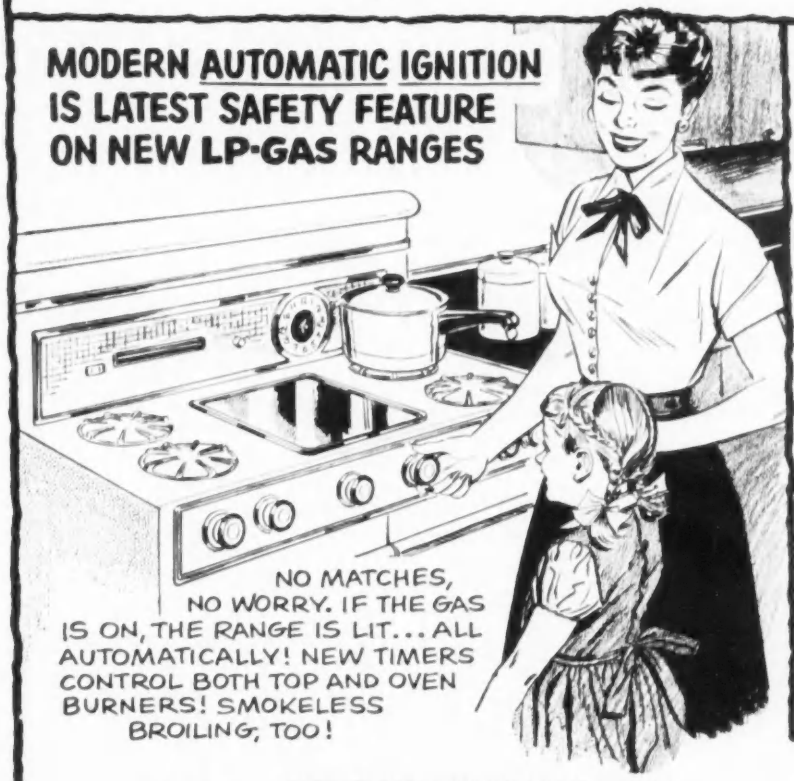
2 c. sifted flour
3 tsp. baking powder
1 tsp. salt
¾ c. bran flakes*
¾ c. shredded, sharp cheddar cheese
2 eggs, separated
1½ c. milk
¼ c. melted shortening or salad oil

• Sift flour; measure, sift again with baking powder and salt. Add bran flakes and cheese. Toss lightly.
• Add egg yolks, milk and salad oil to flour mixture. Beat until smooth.
• Beat egg whites until stiff, but not dry. Fold into batter.
• Bake in a hot waffle iron. Serve immediately with butter and honey or maple sirup. Makes 4 large waffles.
*If you wish, use the same amount of bite-size, shredded whole wheat or shredded rice biscuits (crushed with a rolling pin), instead of bran flakes. **End**

"George, did you hear a peculiar noise?"

Did you know?

MODERN AUTOMATIC IGNITION IS LATEST SAFETY FEATURE ON NEW LP-GAS RANGES



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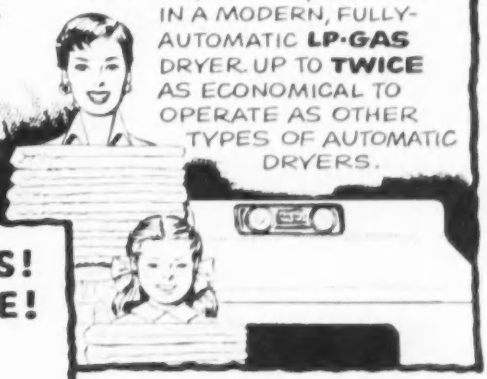

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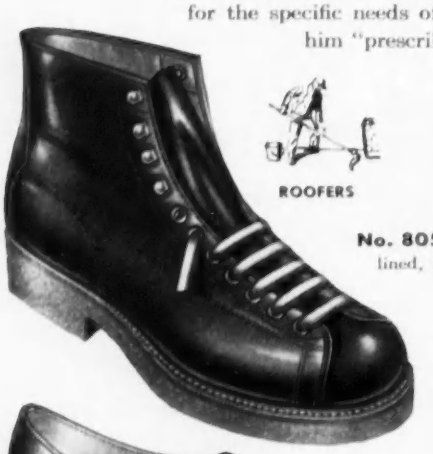

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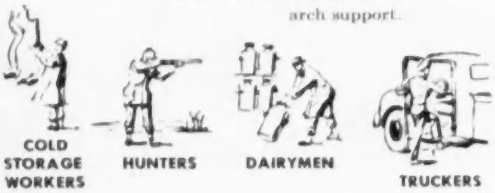

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Pick a pup

(Continued from page 43)

it is carefully timed (at about five months of age). Afterward, the dog must be exercised with care.

Q. *Should you keep your dog in the house or outdoors?*

A. Do as you like but be consistent. If your dog lives outdoors, keep him there. Having him sleep inside one night and out in the back yard the next can give him his death of cold.

The doghouse should be built a few inches off the ground (dogs get rheumatism and pneumonia just as humans do), and the entrance should be screened with canvas or carpeting to keep out the elements. To sleep on, he should have straw or a mattress stuffed with cedar shavings; something clean and comfortable that retains body heat. The roof should slope gently to shed rain, but be level enough so that the dog can lie upon it in the sun.

Q. *Should you give a puppy distemper shots?*

A. By all means! Most breeders begin shots as soon as the puppy is weaned (about six weeks) and continue to four months of age, when permanent shots are given. Distemper can kill a dog or deform him for life.

Q. *How much, and what, should you feed your dog?*

A. Until he is six months old, a puppy should be fed small amounts three times a day; one feeding should include an egg, mixed with other food or with a little milk. From six to 18 months he should eat twice a day; and from then on once a day.

Like people, dogs need a balanced diet of cereals, meat and vegetables. Fortunately, your puppy or dog can get such a diet in the nationally advertised prepared foods. The makers have spent millions of dollars on research, and today nine out of ten show dogs eat nothing but packaged food. Fish two to four times a month is good for dogs' coats, and it's a welcome taste change. Puppies need milk, but adult dogs frequently have trouble digesting it—even though most of them love it. Beware of bones of chicken or other fowl. They splinter into sharp shreds.

As for quantity, an adult dog should eat an ounce of food each day per pound of dog.

Q. *Should you keep your dog chained or penned?*

A. Yes, unless you live where he can roam freely without danger from highway traffic or without becoming a neighborhood pest. If your dog runs loose, teach him the boundaries of his own area. Whistle him back when he goes out of bounds, and if necessary lead him around for a few days on a

long leash. He'll soon learn to keep within his property lines.

If you keep your dog chained or penned, see that he gets enough exercise. Putting him on a 20-foot chain that slides along a metal clothes line will do it. In fenced areas, breeders have found that a 30-foot run 8 feet wide is enough for most dogs.

Q. *Can you stop your dog from annoying mailmen and chasing cars?*

A. Yes, if you're patient. The mailman, in your dog's mind, is a threat to your property (and his). But if you introduce them and let each know that the other is friendly, you'll have no trouble. Chasing automobiles is a tough habit to break once formed. Many a dog thinks a car is challenging him in some way. Take him for a ride whenever you can. If he's familiar with your car, he won't be so likely to chase others.

Q. *How do you housebreak a dog?*

A. Most dogs are naturally clean; they need only to be shown what you want. Never rub a dog's nose in what he has done; this is punishment he can't understand. Instead, take him out on the leash the first thing in the morning, after each meal, and just before you go to bed. Keep him out until he has done his necessary chores, then praise him for it. He will soon get the idea. As he does, you can take him out at intervals more convenient to you (never neglecting the first-thing-in-the-morning, last-thing-at-night trips).

Q. *How can you keep your dog from chewing slippers, draperies, etc?*

A. Many trainers recommend leading the puppy to whatever he chewed and slapping the *item* soundly with a folded newspaper, while speaking sharply to the dog. Don't slap the dog; the noise the folded newspaper makes will punish him enough.

Provide him with toys he can chew. (Avoid things like sponge rubber balls; he can swallow the indigestible bits.)

Q. *Should you train your hunting dog yourself?*

A. Yes, if you know how and have both the time and patience. If you praise a dog for a specific act one time, praise him for it every time. Punishment must follow the same rule. Any other action on your part will be confusing. Actually, if you get a well-bred hunting dog, inheritance will provide him with built-in knowledge of many of the things expected of him in the field. If you don't have the temperament or the time, turn your dog over to a professional handler. Also take a few lessons on what *you're* supposed to do.

Q. *Can the same dog be both a good hunter and a family companion?*

A. Yes, indeed, in spite of what some trainers say. One of the finest family dogs I ever knew was an Irish

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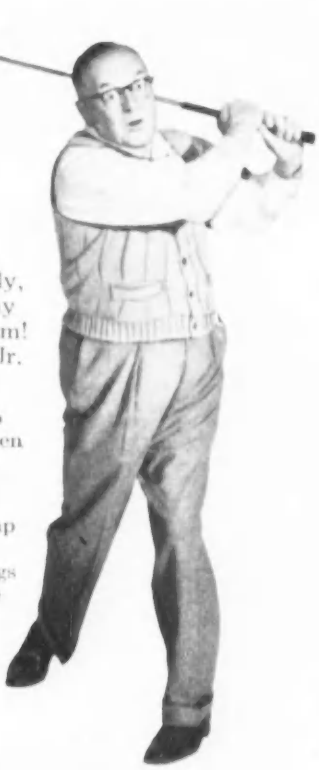

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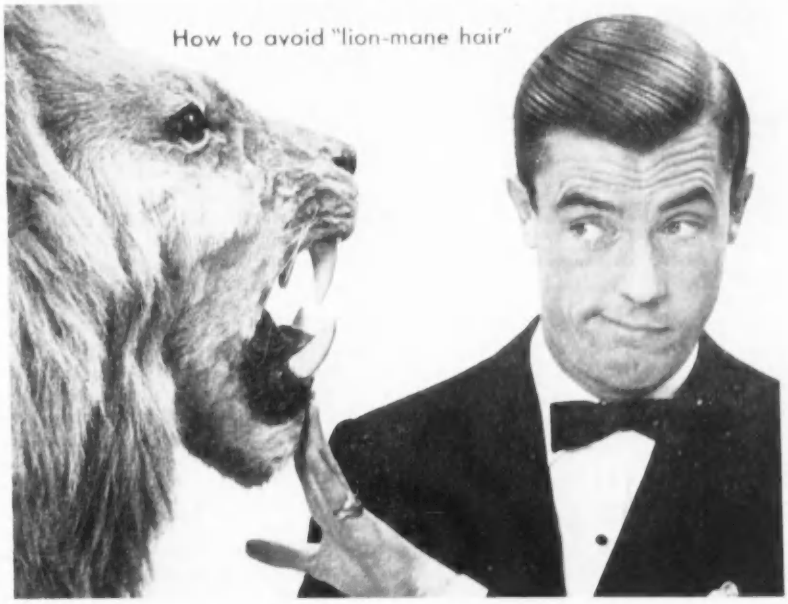
How to avoid "lion-mane hair"



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setter who was also a practical bird dog. He never slept outdoors a night in his life, but when he hit the field under a gun he went to work with a zest and finesse that was pure joy to watch.

Q. *Is it safe to keep more than one family dog?*

A. Certainly. Dogs get along together about as well as humans. If you want a second dog, get a puppy. The older dog will relieve you of many training chores. A household of all-male dogs is easier to live with.

Q. *How can you pick the best puppy from a litter?*

A. Usually, you must wait until the pups are about six weeks old to make any sort of wise choice. Exception is the bulldog-type litter (bulldogs, French bulldogs, Boston terriers, boxers, etc.), which, during the first three days, look surprisingly like they will as adults.

Pick a puppy who is as large as most of its litter-mates and who has good bone, glossy coat, bright eyes, and skin that is clear, smooth and loose. And one with a good disposition.

The truth is, though, that there will be one puppy in the litter who will appeal to you more than any of the rest. You'll take him and hope that he turns out to be the best.

How a famous pro picked the pups

HEALTH and disposition are first things to check in picking a puppy, says Clinton J. Callahan (above) of Huntington, Long Island, breeder, exhibitor, judge and president of the Professional Handlers Association.

"A good puppy has a glossy coat and clear eyes, is round and fat and ready to eat. He never runs away and hides, but is always ready to play."

Since all the pups shown on page 42 met these tests, Callahan used the following principles to select the best dog in each litter:

Best beagle—fifth from left on page 42 and at the left in Callahan's hand (above). Head: well chiseled with semblance of stop (indentation) between eyes, which should be round, big and dark. Ears: drop-shaped and without folds, set low. Coat: full black saddle, running into tan, with lower part of legs white. Legs: front ones straight, hind quarters well let down, with small, catlike feet. Tail: short, covered with definite brush, the only long hair on a beagle.

Best boxer—second from left on page 42 (also shown at right on this page). Head: should be square from nose to ears, with strong muzzle, and a definite stop between the eyes. Body: strong shoulders; straight front; deep, wide chest; strong, well angulated hind quarters, with tail set on rather high. Coat: short, thick and fine, clinging to body. (Symmetry of marking is sometimes a factor in picking a puppy; both the boxer and beagle Mr. Callahan selected have a thin, white streak midway between the eyes.)

Best cocker—fourth from left on page 42 and at the right in Mr. Callahan's hand (above). Head: round, well domed, with square muzzle, black nostrils, large black eyes set well apart (appealing but not sad-looking), leaving room for a positive stop. Body: clean, long neck, set into sloping, flat shoulders; rounded chest, hind quarters well let down, with short hocks and compact feet; tail set level with back. Coat: profuse and clinging, from head to foot. **End**

The gal who defied Dior

(Continued from page 33)

clothes feel." She stared endlessly at the collections of the *haute couture*. Clothes were for her like paint to an artist. But it was a long struggle before she got a chance to use her art.

Back in depression New York, no one needed a fashion illustrator, especially one so shy and unable to talk as Claire. Living in a furnished room with Mildred, Claire hunted four futile months, finally got a job—painting rosebuds on lamp shades! And went home, sick; made herself come back, and swallowed her pride to sew in a factory.

At last she got a chance to use her drawing pencil—"shopping" the Fifth Avenue stores for a wholesale dress house. She'd walk past a dress, memorize it out of the corner of her eye, shut herself quickly into a phone booth to sketch. "I was bashful about sketching what I saw," she says. "So I just began to invent dresses. Nobody ever asked where they came from."

Clothes made from these sketches got high prices. Claire got $20 a week.

Then, one noon this pretty small-town blonde in her made-over Paris costume timidly went down to Seventh Avenue to answer an ad for "general helper" to a sportswear maker named Robert Turk. She got the job—and sketched, modeled, copied, took orders, sold, swept the floor. Suddenly, Turk died; and Townley Frocks took her on as designer.

Faithfully she followed the Paris-watered-down-for-the-factory formula even though it went against the grain. "It just doesn't fit the body," she suggested once. "So tack on a bow," was the answer. "I'll never be a good designer!" she told Mildred desperately.

But in Claire's own closet, all this time, hung a completely different, truly original kind of clothes—the clothes she made for herself, for dates and church and football games, on her own old sewing machine the nights she and Mildred cleaned the apartment and washed their underthings. She didn't have time for Paris tailoring, with lots of pieces to cut and fit; she didn't want to take care of fussy trimmings; she just "draped material to my body the simplest way I could, with the least possible sewing." She never would have dared to design clothes like these on the job.

It was only because she was in such a hurry to get off for her vacation that she wore one of these simple, "primitive" dresses to work one day in 1937. It was merely a hunk of red wool that hung in soft natural folds from her shoulders, no waistline, just held in by a black leather belt. Rushing through the showroom with a carton of coffee, she nearly knocked down the buyer from Best's. He hadn't ordered much from the Townley line; he was leaving. "Wait a minute," he turned back. "You didn't show me that one."

They had to take the red dress off Claire's back to make up "three dozen, rush" for Best's. That dress, the first "McCardell," nearly created a revolution in the American dress industry. Best's put it in their Fifth Avenue window as "the monastic dress, $29.95." Overnight, it seemed as if every third woman in America was wearing one. It was "copied down" for $8.95 and "copied up" for $125 wholesale. It was such a simple, free-wheeling comfortable dress, it suited the stride of American women.

How it outraged the Paris-kow-towing designers! "If I see one more woman wearing a dress like a tent caught in by a belt, I'll murder her," cried one, whose cunning copies of Schiaparelli were being passed up for this "joke" out of Seventh Avenue.

But all this dress did for Claire McCardell was put her out on the street. When a Best's executive told the press: "It takes a genius to foist a uniform on the public," he didn't mention the genius' name. So many women were wearing the dress that the next season buyers turned up their noses at anything like it. Townley's went out of business. Claire had to look for another job.

And she found, at last, the glamorous fashion world she'd dreamed about. Claire McCardell went to work for Hattie Carnegie, designing exclusive, custom-made clothes for wealthy women. But, after two years in the deep-carpeted Carnegie salon, Claire realized that she didn't like making $200 "harem pajamas" to suit a jaded millionairess nearly as much as she liked making that old wool tent dress a million women like herself had "lived in."

So Claire McCardell listened when Adolph Klein, who had bought out Townley's, made her a proposition that scandalized the garment industry. He had just $10,000; he wanted "originality." If she'd come back to Seventh Avenue, he'd let her design as she pleased.

"They said I was crazy," Adolph Klein remembers. "But, I figured, why not have my *couturiere* right here instead of going to Paris every year? I almost kissed my money good-by though. Nobody ever saw anything like the things Claire dreamed up."

For Claire McCardell, back in Townley's Seventh avenue loft, was happily designing the clothes she'd always known were right for American women, right for herself.

She wanted comfort at work, watched American men working in their

"I suffered for weeks from muscle soreness..."

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shirtsleeves, and designed a feminine shirt dress. It took too long getting dressed. Claire started fastening clothes easily and boldly with homely American objects like zippers, corset hooks, safety pins.

"I always wondered why women's clothes had to be delicate to be feminine," Claire McCardell said. She looked at the sturdiest clothes of all, the blue jeans of American farmers and workers. Adolph Klein stared horrified at the bales of blue denim: "So many slacks?" Claire was the first to make denim into dresses, suits, even evening clothes.

Hope Skillman, the textile converter, recalls how Claire "came looking for cotton when no designer dared use it for fashionable clothes. Claire wanted something that would wash."

It was 1940. Adolph Klein, beginning to feel desperate, went to see the new Lord & Taylor sportswear buyer, Marjorie Griswold; asked her to do a kindness—come to the showing of his young "original" designer. "I came to be nice," she says. Sports clothes were all the same anyhow, straight and square—so dull. And then I saw this simple collarless dress, dark stitched in white like blue jeans. I stopped being a good Samaritan. This was original."

Buyers started, cautiously, to order Claire's clothes. "Hard to sell that first year," Miss Griswold remembers. "Looked like nothing on the hanger."

When the buyers didn't order, Claire would wear their rejects herself. She wore her own dresses six years without shoulder pads before it became the fashion. She wore her own wool stole though her friends warned: "That horse blanket is making you the laughing stock of Seventh Avenue." Sooner or later the buyers that sneered would ask: "That garment you're wearing, where'd that come from, how come you held out on us?" Adolph Klein shrugs: "The only way we stayed in business, they started catching on to her old things while they were laughing at her new ones."

And then came the war, and no more boats to Paris. An American designer who needed no inspiration other than American life came into her own. The label "Claire McCardell," now was sewed into the backs of all her dresses just like Chanel and Vionnet.

When the war ended, most of the American designers rushed back with relief to play "follow the leader" with Paris. Claire didn't need Dior to give her a postwar "new look." She knew herself that women wanted to look pretty and feminine for their men coming home. Just recently she had married Irving Harris, a New York architect.

But in 1949 when Paris said throw out the full skirts, go back to the 20's, the tight flapper sheaths, Claire McCardell kept right on designing hers comfortably full. At the Townley showing, Fifth Avenue buyers pursed their lips. Seventh Avenue gossiped: "McCardell is through."

"You can't go back," Claire said. "You have to design for the lives American women lead today." And sure enough, at the end of the season there was a huge "re-shuffling" in the American dress industry. The copiers of the uncomfortable past just couldn't put it over on American women.

No one was laughing at Claire McCardell, by now, of course, or at the whole movement of American designers which she had helped launch. Her startling, controversial innovations had become "American classics." "One of the few truly creative designers this country had produced," boasted Texas merchant Stanley Marcus when she received the Neiman-Marcus Award in 1948. In 1950 for the first time a fashion designer was named American "Woman of the Year" by the Women's National Press Club. Claire went to Washington to receive the award from President Truman—"Claire McCardell, creator of the American look."

In this whole American success story, there is nothing more remarkable than the fact that after 20 years in the fickle fashion world, Claire McCardell is still a famous designer today.

Perhaps it's because she's always had a lot of faith in "Mrs. Jones." You have to, she thinks, to design for Americans. Let's face it, you aren't designing custom-made clothes, hand-fit to a few individual fashion leaders, as the *haute couture* does in France; you're designing ready-made clothes to fit a million women you'll never see. You *can't* dictate how they'll fit; even if you try they won't look that way on "Mrs. Jones."

So Claire McCardell keeps making dresses women can fit to their own figures. She never stitches on rhinestones or sequins or "false trimmings"; nothing but the "honest" hooks or ties that hold the dress together, so that "Mrs. Jones" will be free to express herself.

"And you still find clothes exciting?" I asked Claire McCardell, eyeing that blue denim suit which I'd seen her wearing eight times in a month.

She laughed, and showed me a letter from a trapeze artist's wife who'd worn her "purple cotton McCardell" as a dressing gown, housedress, beach robe and maternity dress, travelling with the circus across the two Americas; given birth to her third child in it in a primitive hospital in Peru; gone down on her knees in it to wash diapers on a filthy Amazon River steamer; had it smeared with crayon, coffee, eggs and baby-wet on the plane back to New York; and proceeded to wear it two years as a party dress—"my portable iron busted; but, with bracelets and my hair combed, the McCardell looked elegant even un-ironed. I do thank you for the good, useful dress."

"Does Dior get letters like that?" Claire McCardell grinned. **End**

SINCLAIR LEWIS

It's still Main Street—but how different!

(Continued from page 28)

back." So in 1912 they were married, and took the "way train" to Gopher Prairie. As Chapter III tells it:

"Under the rolling clouds of the prairie a moving mass of steel. An irritable clank and rattle beneath a prolonged roar. The sharp scent of oranges cutting the soggy smell of unbathed people and ancient baggage.

"Towns as planless as a scattering of pasteboard boxes on an attic floor. The stretch of faded gold stubble broken only by clumps of willows encircling white houses and red barns.

"No. 7 grumbling through Minnesota, imperceptibly climbing the giant tableland that slopes in a thousand-mile rise from the hot Mississippi bottoms to the Rockies.

"It is September, hot, dusty . . .

"Carol saw the prairie. The width and bigness of it began to frighten her. . . . Then Kennicott startled her by chuckling. 'D'you realize that the town after the next is Gopher Prairie? Home! . . .'

"She concentrated upon liking his town. It wouldn't be like these barren settlements. It couldn't be! Why, it had three thousand population. There would be six hundred houses or more. And the lakes—

"A mile from Gopher Prairie the track mounts a curving low ridge and she could see the town as a whole. And she saw that Gopher Prairie was merely an enlargement of all the hamlets which they had been passing. The huddled low wooden buildings broke the plains scarcely more than would a hazel thicket. The fields swept up to it, past it. It was unprotected and unprotecting; there was no dignity in it nor any hope of greatness. Only the tall red grain-elevator and a few tinny church-steeples rose from the mass. It was a frontier camp. . . . She couldn't stay here. She would have to wrench loose from this man, flee . . . .

"Something large arose in her soul and commanded. 'Stop it, stop being a whining baby!' She stood up quickly; she said, 'Isn't it wonderful to be here at last!'

"He trusted her so. She would make herself like the place. And she was going to do tremendous things. . . ."

So that was Sauk Centre as Sinclair Lewis had Carol Kennicott see it. Carol never does anything tremendous about making the town a little Athens, but she never gives up trying, and at the end of the tale she says: "I do not admit that dish-washing is enough to satisfy all women! I may not have fought the good fight, but I have kept the faith."

NEW INDUSTRIES bring new jobs, offer young people careers and give older folk part-time employment. Towns everywhere are competing furiously for such industries. The modern First State Bank, below, was built last year.

Sinclair Lewis speaks for change and exults as a native in "the newest empire of the world: the Northern Middlewest—a land and a hope that is boundless, an empire which feeds a quarter of the world—yet its work is barely begun." And: "This is America—a town of a few thousand, in a region of wheat and corn and dairies and little groves." Then, changing characters, he becomes a relentless social historian and really takes the town apart.

The City Hall, he says, is a wholly inadequate "liver-colored frame coop." There is no public park. The town library spends only one hundred dollars a year for new books and is kept open only three afternoons a week. Main Street is (or was) a welter of mud from curb to curb and as for a plan of growth there wasn't any: "Each man has built with a most valiant disregard of all the others."

But things have certainly changed, and still are changing, in Sauk Centre. The streets are smoothly paved and clean. The store windows brightly display all modern goods and brands. It is a lively little city, astir with a life of its own, yet alertly in touch with the world at large.

On a visit home ten years ago even Lewis remarked that in the quarter-cen-

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EXCELLENT HOSPITAL, St. Michael's, serves a large area. It's in marked contrast to the kitchen tables on which Dr. Will Kennicott operated.

tury since he composed *Main Street* the movies had "brought the entire world" to town. I wonder what he would say of television now, with three good strong stations—Minneapolis, Des Moines and Fargo—bringing in news and drama. Or of the modern drugstores, offering everything from Shakespeare to Mickey Spillane, in paperbacks? I believe he would like that.

And it would please and quiet his restless soul, I'm certain, to know that his favorite place in town, the Library, spends $2,600 a year for new books now, and circulated upward of 40,000 books last year.

Mr. Roberts, in the movie, had just been through that part of the world when I was there. Their own weekly *Herald* keeps them up on such vital local issues as tax rates, zoning, and the question of whether to keep the stores open late on Friday or Saturday night. Twin City and St. Cloud newspapers, delivered in successive editions from the four good trains that stop in Sauk Centre daily, round out her interconnections with all mankind.

The "way train" of the Great Northern that rolled me so swiftly and smoothly up from the Twin Cities is gay and quiet and clean now. It is drawn by great diesels painted dark green and streaked with orange. All the cars are much like club cars and completely air-conditioned.

I met a man on the train whose son, a G.I. student, had just taken his degree in medicine at the University of Amsterdam. "They made him wear a high hat and frock coat when he took his finals. What do you know about that?" this gentleman said. "Great people, the Dutch, though. My wife and I are going to fly over and see that country next summer."

St. Cloud, the county seat of Stearns County, where I stopped for a day, has a strikingly beautiful and dignified new Court House, a "Memorial to Sturdy Pioneers." St. Cloud is a comely small city, a hundred miles or so northwest of St. Paul, with Sauk Centre 40 miles farther along. It has some new industries and seems to be thriving.

E. C. Lenzmeier, County Agent of Stearns County for 23 years, told me a little something about what to look for at Sauk Centre. "It's a farm-service town, and a mighty sound one. There's a constant intermarriage now between oldtime racial groups and between farm and town people. They have three co-ops—an elevator, an oil company and a creamery. That has helped when times got hard. Business opposition to them there has almost vanished.

"I knew Harry Lewis slightly—went there for the services when they brought him home in an urn and put his ashes in the family graveyard. It was a hell of a cold day, late in January of '51. He was supposed to be an unbeliever and had said that he didn't want any religious ritual, so they put on a right moving memorial service, with a reading from his books, in the school auditorium. At the graveside, keeping our hats on out of respect for the climate, we recited the Lord's Prayer. Man, it was cold!"

The Chamber of Commerce of Sauk Centre operates briskly and modestly, from offices on the ground floor of the new $200,000 City Hall, completed two years ago. Ferd G. Borgmann, born of the town, serves jointly as executive secretary of the Chamber, town clerk, and the administrative official of zoning. The present head of the council, an elected board of five, is James O'Gara, an auto dealer. The city attorney, Laurel L. Kells, has served in that capacity for 42 years.

It was largely Kells who organized the town's prevailing middle-way setup

of buying power from a private company and distributing it at a modest rate, yet with considerable revenue accruing to the town, under municipal control.

He has likewise been a leader in measures which have led, without great ruction, to the adoption of rather strict zoning measures for Sauk Centre, and provisions for a plan that will extend control of development two miles out beyond the present town borders, with special provision for the convenient and seemly location of any new industries.

Kells went to high school with Sinclair Lewis. He speaks fondly of "that gadfly," but complains that he made that poor girl, Carol Kennicott, "expect too much in a hurry in a town that was first laid out, and then laid out wrong, in 1863."

We spoke of tolerance. He smiled. "Yes, we small town people are really amazingly civilized in that particular. We know each other so well that we have to be tolerant in order to get along!"

They have a public park now, a little beauty, on the shore of Sauk Lake. It is an artificial impoundment, nine miles long which comes right into town. (*Sauk* is derived from two Indian dialects jumbled together, and *Centre* is spelled in the English way, by choice of early settlers from New England.)

The newer part of the town, altogether modern in layout and architecture, is to the north, along the lake. The ranchhouse style predominates, and many of the new houses face the lake. These are substantial and permanent homes, not two-room shanties as of old. According to Lewis:

"Perhaps the most amiable feature of life was the summer cottages. . . . Here the matrons forgot social jealousies and sat gossiping in gingham; or in old bathing suits, surrounded by hysterical children, they paddled for hours. . . .

"If they could have continued this normal barbaric life Carol would have been the most enthusiastic citizen of Gopher Prairie. . . . But in September, when the year was at its richest, custom dictated that it was time to return to town."

It's certainly different now. The great game at Sauk Centre is golf, and the most agreeable social center is the Country Club, with its sporty nine-hole course, developed through 35 years' careful growth and tending, out by the lake. The clubhouse, seven years old, is of simple construction, modern, bright and cheerful. If the club is in any way snobbish, I could see no signs of it. A whole family can belong for $50 a year. By an arrangement with the school board a pro coaches the young fry during the summer and they hold a big tournament for players under 16.

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endless picnics and swimming parties. In the fall there is hunting—and the Stearns County Fair. In winter there are coasting and skating, and a continuous bowling tournament at the Sauk Centre Recreation Center, downtown.

Sauk Centre lies at the entrance to the Lake Region, northward, and gets some tourist trade, but does not rely too much on that. Privately operated lake resorts, offering good fishing within easy driving distance, add considerably, however, to the variety of life and to stimulating encounters from without.

There are 30 lakes within 10 miles of town. Bulldozers are even now snorting and moaning as they make a four-way highway of Route No. 28-52, and soon east-west traffic will by-pass downtown Sauk Centre by half a mile. Nobody seems to have objected long or strenuously to that. The merchants say that most of their transient business comes from Highway 71, which runs from New Orleans to the Canadian line; and Route 71 will continue to go right through town.

Few visitors ask to see the house that Sinclair Lewis was born in, or his grave. The Chamber of Commerce has his picture, scowling, on one flap of a compact Information for Tourists circular, and the picture of a mighty pretty farm girl, the current Butter Queen of Sauk Centre, on another flap. At the west edge of town on Highway 52, a signboard of moderate proportion bids travellers—

WELCOME TO SAUK CENTRE
The Original Main Street, U.S.A.
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With paved highways and swift cars the trading area of the town has expanded widely in outreach. But so has the trading area of competing towns; and the hard fact is—here and everywhere in rural America—that farming is rapidly becoming a less populous occupation, albeit one that furnishes more business to country towns than ever as the standard of both living and modern farming goes steadily up.

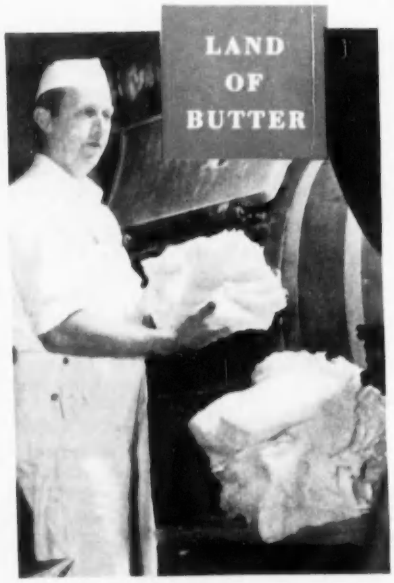
"It's more than a business change," a Sauk Centre merchant told me. "It's a human change. Our farms and town are throbbing with young blood that will be forced away unless we do something about it. We need non-agricultural payrolls so that our own young people can stay here where they love it and belong."

Towns throughout the country have waked up to that fact and are competing like mad for new industries which are, for the first time, offering many young, well educated people a career out there while at the same time giving older people in town and on the farm skilled and semi-skilled employment.

The Sauk Centre Community is not without plants and businesses rather recently established. Swift & Co. has set up a poultry packing house. At Melrose, eight miles east, there is a Kraft cheese plant and a number of Sauk Centrists and farm people commute easy distances for work. A new Standard Oil Pumping Station, neatly landscaped on a spacious acreage in the planned industrial rim-zone of Sauk Centre, brings in pay checks of $1,000 a week.

Minnesota has put on a concerted and realistic sales drive to move all sorts of businesses—and people—out from the massed and cluttered centers to greener and quieter places in its "Land of 10,000 Lakes." It is interesting now to read Sinclair Lewis's cruelly sardonic but perhaps not too inaccurate rendering of his town's first "booster campaign" (*Watch Gopher Prairie Grow—Come on You Twin Cities—Our Hat Is In the Ring!*) and compare it with the far more mature and sagacious present-day approach.

Blabber-mouthed oratory and boyish ballyhoo are sternly regarded in the Minnesota *Guide Book for Community Industrial Development*. Indiscriminate invitations to industries broadcast at random are "compared with writing letters to Santa Claus." And while "it is common, particularly in the industry starved South, to supply certain forms of tax abatement and public monies for building purposes, this is illegal and, in the opinion of most, inadvisable."



SINCLAIR'S NEPHEW. Carl Lewis is manager of a creamery which makes a million pounds of butter every year.

Instead: "Each town should fix its own future in industry just as it does in education, health and recreation," and then, "the citizens must organize and act." No one plan of action will fit every town; but the plan that has worked best, and has actually fetched in new industries to around 50 towns not unlike Sauk Centre throughout Minnesota in recent years, generally goes forward about like this:

The people of the community form their own industrial corporation, raise their own private capital, build a multi-purpose factory plant for long-term rental to suitable prospects, draw up an explicit presentation of labor supply and other facilities, and then invite the desired concerns to come in.

Part way across the state, New Ulm, with a population of 9,300, got its name headlined in *The Wall Street Journal* a year or so ago when it celebrated the capture of a two-million dollar cheese processing plant and a new phonograph factory, within the same week. Albert Lea, with 13,500 people, likewise acquired two factories, making stoves and prefabricated houses around the same time. Its community corporation, formed by a hundred businessmen in 1944, is called Jobs Inc. A second such corporation, Jobs Building Inc., formed in 1950, has constructed five factories, and industrial employment in Albert Lea is said to have increased almost one third since 1945. Granite Falls, a town of 2,511, raised $245,000 and organized a Job Industries Inc. last year.

"We need payrolls, too, and we'll get them," says Pat DuBois, executive vice president of the First State Bank, sitting in shirt-sleeves in his open-door office. "But farming has always been our mainstay, and agriculture is a gigantic industry in itself now; never forget that. I must have seen 30 people in the course of business here this morning, and at least two thirds of them were farmers. This bank, this town, and everything we've built here, farm and town together, is rooted in good ground."

From the earth we come and to the earth we return; when people get

away from that they are lost. Throughout my visit to Sauk Centre I kept thinking of what Gilbert K. Chesterton had to say about Main Street in *What I Saw In America*, published in 1922:

"The English have not in the least realized the real strength of America. We hear far too much about the economic energy of industrial America, and never realize that while we in England suffer from the same sort of successes in capitalism and clockwork, we have not got what the Americans have got; something at least to balance it in the way of a free agriculture, a vast field of free farms dotted with small free-holders. . . .

"It is rather an open secret, covering some thousand square miles of open prairie; but where all those acres are there is a considerable tendency toward a decent degree of democracy. . . .

"And, even in places like that described in *Main Street*, that comparative equality can immediately be felt. The . . . citizens consult on a common basis; . . . and in this achieve what many prophets and righteous men have died to achieve. This plain village, fairly prosperous, untaxed by tyrants and untroubled by wars, is after all the place which reformers have regarded as their aim—whenever reformers have used their wits enough to have any aim. The march to Utopia, the march to the Earthly Paradise, the march to the New Jerusalem, has been very largely the march to Main Street."

Chesterton speaks darkly of urban industrial "poison" spreading and "turning the green world gray." But the dominating trend now, plainly on view in Sauk Centre and in thousands of other towns of Countryside America, is quietly to absorb and beautify what is best of urbanism, balance the economy closer to enduring realities, enlarge individual capacities for spacious and civilized living, and turn the gray world green. **End**

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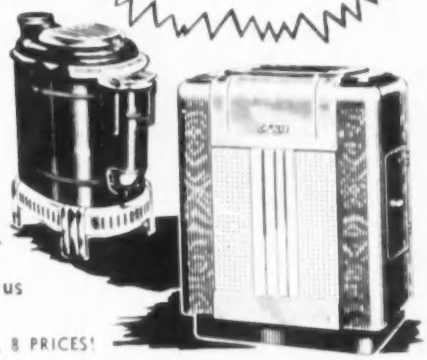

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A GOOD BRAND IS YOUR BEST GUARANTEE

FROM THE

Town Press

Turnabout. You can always tell the football season is really here when girls begin whistling at boys in sweaters.

West Side Enterprise, Richmond, Ind

* * *

Namesakes. Some folks have trouble naming a new baby. Others have rich relatives.

Times, Thief River Falls, Minn.

* * *

Inquisitive. If you tell the average man there are 278,805,732,158 stars in the universe, he will believe you. But if a sign says "Fresh Paint" he has to make a personal investigation.

Daily Telegraph, Bluefield, Va.

* * *

Got a Light? Statistics say that the average person uses eight matches a day. Seven of them probably borrowed.

News-Star, Shawnee, Okla.

* * *

Easy Credit. The only reason why many American families don't own an elephant is that they have never been offered one for a dollar down and a dollar a week.

News-Leader, Arcadia, Wis.

* * *

The Sub-Teen-Age. True, the United Nations may not be quite as perfect as had been hoped for at its birth. But what 10-year-old is?

Sun, Bremerton, Wash.

* * *

Schools Don't Teach This. Television is often described as being educational for children. This is very true. If you take a quick check, you'll find that they know:

The meaning of deodorant; the best thing for a sore throat is a cigarette; beer is no good unless it's light and dry; baseball players never eat oatmeal during breakfast; candy is so good for you; little girls should have home permanents.

Leader, Mill Creek, Pa.

* * *

Could be Sensational. A new product is soon to hit the market that will make it a cinch to clean rugs, furniture and draperies. Now if only it will work on small boys.

Herald, Everett, Wash.

* * *

Inconsistency. Men do strange things. They buy their football tickets in June and their wives' Christmas presents on December 24.

Register, Richmond, Ky.

* * *

Seasonal Note. Just listen to mother prodding father to put them up and you'll know why they call 'em *storm* windows.

Courier-Tribune, Ravenna-Kent, Ohio

* * *

Sneaky Bird. And so it is, moans a local husband, that while we were striving to keep the wolf from the door, the stork sneaked down the chimney.

News, Hays, Kans.

* * *

Humiliating. Probably nothing hurts a woman's vanity more than having to put on her glasses to apply her lipstick.

Item, Wakefield, Mass.

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Have you recently read a witty or thought-provoking, original item in your home town paper—one so good you can't resist passing it on to others? We will pay $5 for each short clipping accepted. Be sure to include name and date of paper. Address Town Press Editor, TOWN JOURNAL, Washington 4, D. C. We cannot return unacceptable items.

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Each Rat Costs You $40 Per Year In Food And Property Damage.

Rats destroy 10% of farm-stored wheat and corn. They kill baby chicks — even young livestock. They gnaw through wiring, walls, wooden beams, even metal pipes.

Rats carry 27 diseases dangerous to humans and animals. Rats cause fires! Contaminate food! Do over 3 billion dollars in damage annually! Get rid of rats and mice with d-Con!

d-CON destroys rats where traps and ordinary rat and mouse killers fail. d-CON with LX 3-2-1 is UNCONDITIONALLY GUARANTEED to wipe out every single rat and mouse on your property—or your money back.

Stop loss of food and grain through rat and mouse contamination. End property damage! Protect your family, pets and livestock from dangerous diseases carried by rats and mice!

Guaranteed safe to use around humans, pets, livestock, or poultry when you follow simple directions.

d-CON Makes Rats and Mice Commit Suicide!

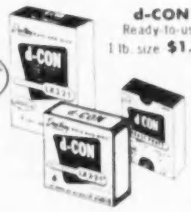
Anyone can use d-Con. Follow the simple directions, and d-Con keeps your property free of rats and mice . . . forever! d-Con destroys rats where traps and ordinary rodenticides fail because it is odorless, tasteless and causes no pain. d-Con actually makes rats and mice commit suicide because they keep coming back for more until they eat themselves to death.

d-CON with LX 3-2-1

Don't Accept Substitutes! d-CON Is The Only Rat Killer With LX 3-2-1.

Guaranteed by Good Housekeeping

d-CON With LX 3-2-1 Used As Directed Is UNCONDITIONALLY GUARANTEED To Rid Your Property Of Every Single Rat And Mouse Within 15 Days . . . Or Your Money Back!



d-CON Ready-to-use 1 lb. size **$1.69**

d-CON Mouse-Prufe Pantry size **49c**

d-CON Concentrate Makes 6 full lbs. of bait **$2.98**

INSIST ON GENUINE d-CON AT LEADING DRUG, HARDWARE, GROCERY, FEED, AND SEED STORES

Remodeling payoff

(Continued from page 58)

day, the house is worth probably $18,000 (see photo across pages 56-57).

A pretty fascinating business? To go into it, here are tips from Bob:

1. *Look over your town.* Is it prosperous and growing? Do newcomers have trouble finding a decent place to live? If so, and if there are plenty of run-down houses (preferably in otherwise desirable neighborhoods), you've got an opportunity!

2. *Husband and wife should work as a team.* "Mary clips the magazines, picks the paint and wallpaper, and sizes up each house from the woman's angle," Bob reports. "If she insists, for example, on a new window over the sink, that very feature may sell the house."

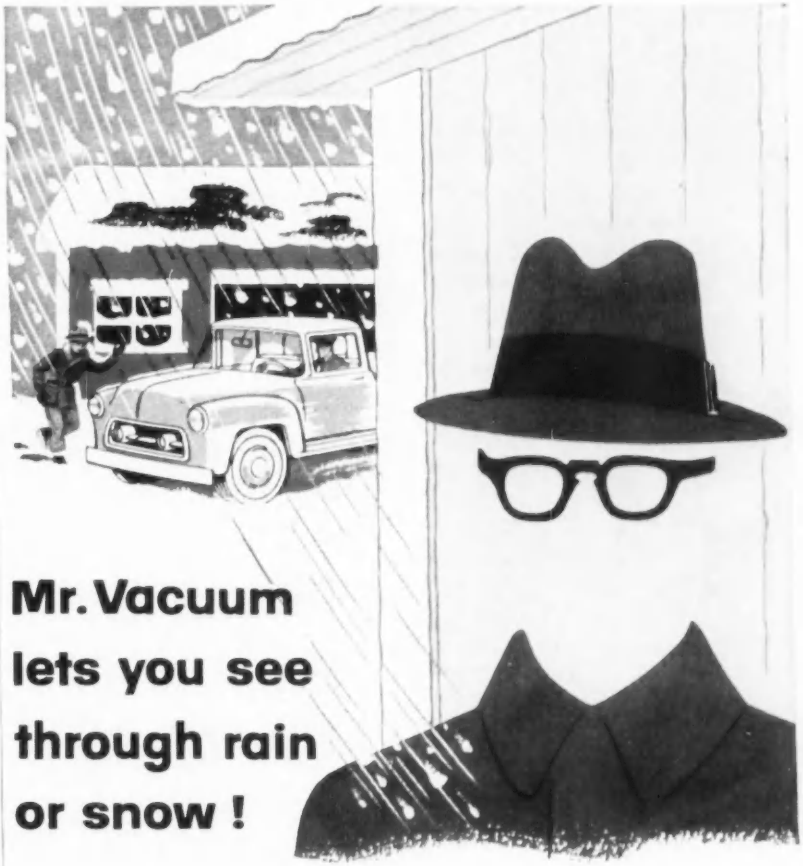
3. *Don't waste anything.* Those bathroom fixtures you pull from one house as "too antiquated" may be just what's needed to make a "$5,000 number" out of a $4,000 house with an outdoor toilet. And, when you rip off walls or porches, save the lumber! It may build a garage for another house.

4. *Don't try to do the actual remodeling yourself*—if you're trying it as a business. (If you're doing it for yourself that's another thing.) Many people have the skill with tools, Bob admits—"but it takes so much time that you couldn't turn over enough houses to make a living. A better way is to be your own contractor, but hire handymen."

5. *Before you buy an old house, make sketches of what it will look like remodeled.* That way, it's easier to get firm estimates of what changes will cost, the handymen have a guide—and you'll have a better house when you're done. "I don't use an architect," Bob says. (Though you may want one, especially if you plan to live in the house yourself.) "'Before' and 'after' pictures from magazines give you a lot of ideas. Every house you see is like one in your scrapbook."

6. *Don't hesitate to borrow,* once you've proved that the business can pay. "I've got only one rule on borrowing," Bob says. "I borrow only if the money will make more money for me."

It was natural that Bob and Mary, having succeeded with remodeling, should enlarge their horizons and convert an old store building—room by room as they could afford it—into a 29-room hotel. And it's understandable too, that many traveling-salesmen guests should go away wondering, "why did *I* ever leave home—when I might develop a business like Bob's *right in my own town!*" **End**

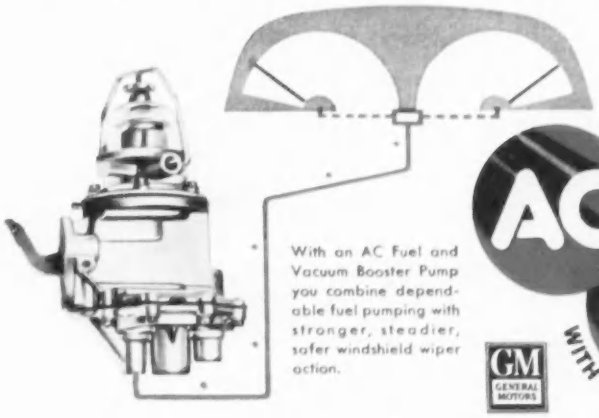


Mr. Vacuum lets you see through rain or snow!

When the weather's rough and you need *extra* help to see where you're driving, Mr. Vacuum is ready with the answer—an AC Fuel Pump with Vacuum Booster. The car, station wagon or truck that's so equipped has *extra* vacuum power to work the windshield wipers. That means steadier, better controlled, more dependable cleaning. Result—you see and drive more safely.

Nine to one there's an AC Fuel Pump on your car or truck now. If you do not already have a combination Fuel and Vacuum Booster Pump, have your AC dealer install one. That way you'll have windshield wiping as dependable as the fuel pumping you've always had with AC.

AC FUEL PUMPS ARE STANDARD FACTORY EQUIPMENT ON 9 OUT OF 10 CARS AND TRUCKS ON THE ROAD TODAY!



With an AC Fuel and Vacuum Booster Pump you combine dependable fuel pumping with stronger, steadier, safer windshield wiper action.

AC FUEL PUMPS WITH VACUUM BOOSTER

GM GENERAL MOTORS

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION • FLINT, MICHIGAN

America's favorite game:

You may bag Kodiak bears or Scottish grouse, says the author —but sooner or later you'll come home to hunt cottontails!

By Chris Linder

THERE was a place by the Skunk River where horseweeds grew in a hidden valley down to the willows near a sandbar. Rising behind the valley were steep hills covered with elms and oaks and shagbark hickory, and above these were the fat Iowa cornfields.

My chum and I were 14 when we discovered this 4-acre pocket of brush-piles and weed-talks at the bend of the river. We stumbled into the place in the wake of a December storm. It had snowed for three days and the temperature had fallen to 10 below, and from the high, barren cornfields hundreds of cottontail rabbits had moved into the hollow for cover.

It was a discovery that changed our Saturdays for three winters.

We worked out quite a system, playing bird dog for each other. One of us would stand on a pile of logs or brush with the jointly-owned .22 while the other crashed through the high weeds, forcing the rabbits to move along their deeply-beaten paths. They'd hop only a few feet, and when they stopped the rifleman would pull down on them.

On a bad day we would kill 20; on a good Saturday we'd take home 40 and clean rabbits until long after dark. Other boys had paper routes. We had a rabbit route—cleaned and dressed, two bits apiece.

In those days we thought that rabbit hunting was big business. Over the years I haven't changed my mind.

The number of cottontails killed each year is unknown, but 21 states reported to the U. S. Fish and Wildlife Service that 22,665,000 of them were bagged in the fall and winter of 1946. And less than half of the states reported! In 1947 one game authority estimated that 30 million rabbits were being shot annually in the U.S.—meat valued at about $24 million.

Br'er Cottontail's great popularity and fame lie in his availability. No other game animal has so great a range—except for a few small areas, his subspecies blanket the entire U.S. Given proper habitat, the wild rabbit can thrive under tremendous hunting pressure; by comparison, our deer, moose, elk and bear are minor species. The biggest game animal in North America will probably hop through your backyard tonight.

For every rabbit that tumbles to your shotgun there are probably four more cut down by predatory animals, snakes, hawks, owls and disease. From fur-lined cradle to bloody grave the cottontail is hunted, and few have a second birthday.

The rabbit's defense against this staggering toll is well known: Each year Molly Cottontail tries to repopulate the hedgerows and weedpatches of a continent. She does a good job.

Molly begins her nursery in March or April in the north, carefully lining a small pit with dried grass and fur of indescribable softness plucked from her breast and abdomen.

When her time comes the mother rabbit may be some distance from the nest and the baby rabbits are evidently born with little warning. When this happens, Molly must carry them one by one to the nest, much like a mother cat with kittens. Hidden in their soft, warm nursery and covered with a wad of grass, they're invisible to animal enemies. Their mother visits them at dawn, dusk and during the night, crouching over the nest to nurse them. With full daylight she goes away and some dim instinct keeps them quiet, for silence to a baby rabbit means life.

Some morning about a month later the coverlet of grass will be scattered and the soft nest deserted. The mother is already concerned with her next litter and in six months, under good conditions, the young rabbits will begin families of their own.

By simple arithmetic a single pair of cottontails is capable of producing *322,000 rabbits in five years!* With such a machine-gun breeding capacity there must be natural checks, or we would be up to our necks in rabbits in a few generations. For the rabbits' good and ours, nature has provided foxes, hawks, owls, farm boys and town hunters. The hunter is more than happy to accept his role.

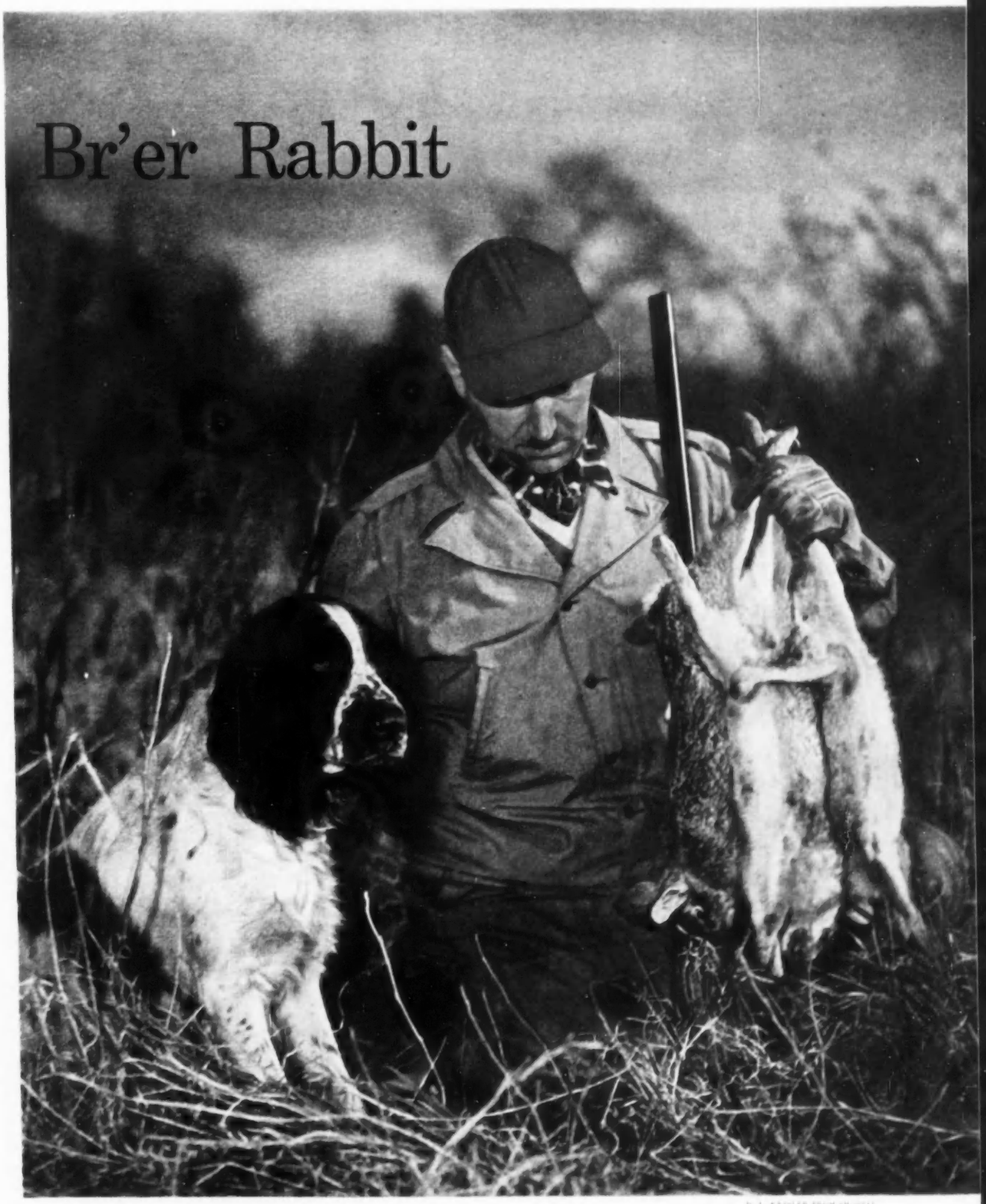
How do you hunt rabbits? Well, a lot depends on season and cover. Many hunters wait for the traditional first snow, but by that time natural mortality has taken a heavy toll. Sometimes fall hunting means the difference between getting rabbits and getting nothing. October and early November is the time to work cornfields, weedy fence rows and brush-grown hillsides.

In the Northern and Prairie states a high, open cornfield is all right early in the season, but as winter cracks down the bunnies seek out protective cover: brush and weed patches, low fields of heavy grass, overhanging banks and dense willows along river bottom. After long weeks of snow and cold, watch around heavy patches of sumac; rabbits love its fat bark. Log piles, old stone walls, wire piles and farm dumps are prime late winter rabbit cover. One of the best spots of all is an old deserted farmstead with overgrown, brushy fields.

Just about any weapon ever invented has been used to hunt rabbits. In my braver days I owned a 10-gauge

(Continued on page 113)

Br'er Rabbit



H. L. KESSLER FROM SHOSTAL

A CRISP AUTUMN MORNING, a familiar shotgun and an eager dog are all you need—a fleet, bounding bunny provides the sport. American gunners bag an estimated 30 million a year (worth $24 million in meat on the table), without visibly thinning rabbit ranks.

BREED, FPC.

NAVAJO-LAND. Monument Valley in northern Arizona near the Utah border is well named. Its blue-shadowed spires of red sandstone—some of them 200 feet high—suggest the colossal ruins of ancient temples. Reachable only by desert road, but worth drive.

By Leland D. Case

The Southwest:

You can capture this magnificence—
in two weeks, at $630 for family of four

BREED, FPC.

CLIFF PALACE—largest among hundreds of cliff dwellings in Mesa Verde National Park, Colo. Indians built them in 1200 A.D., left there 100 years later.

WESTERN WAYS FEATURES

SANTA FE. Governors' Palace, oldest public building in the nation, was used by Spanish, Mexican and American officials from 1610 to 1909. It's now a museum.

HAUSDALE, ETC.

"GOLLY, WHAT A GULLY!" said late President Taft of Grand Canyon, a mile-deep fissure of layered colors up to 18 miles across. Mule trails lead to ochre Colorado River on canyon's floor. This "must" sight of Southwest lures 6,000 visitors a day in summer.

scenery, sand, sun–and fun

SOME Americans go to Ireland to kiss the Blarney Stone. Others drink from Hassayampa Creek that strays through the town of Wickenburg, Arizona. The effect is about the same. For it is legend that whosoever quaffs its waters will never again be hampered by the truth.

Not all of us Southwesterners have quenched sandy throats in the Hassayampa. But it must seem that way to Easterners when we tell them of the Southwest.

And just what is the Southwest? It's all of New Mexico and Arizona, certainly, and probably westernmost Texas, southern parts of Colorado, Utah, Nevada and southeastern California—that part of the map which only a hundred years ago was "The Great American Desert."

It's the Land of Little Rainfall, where the grass thins out and great vistas are spotted with mesquite and cactus and occasional cattle. It's landscapes that sweep to distant mountains with purpling shadows at sunset. It's the country where only tourists stare at cowboys in Stetsons and high-heeled boots.

You'll know you're approaching the Southwest when hillbilly music and cowboy songs mingle on your car radio with the click of castanets and the sigh of Spanish melodies. For this country was part of Mexico till 1848. And in Santa Fe, you may think it still is. Here at New Mexico's capital you hear more Spanish spoken than English. Santa Fe was the end

(*Continued on page 116*)

HAUSDALE, ETC.

SPANISH FAITH. Church at Ranchos de Taos, N. M., was built by Franciscans. Nearby are ruins of mission dating to 1542 and home and grave of Kit Carson, Indian scout.

Nickel-bearing "skin" makes New York's newest skyscraper one of its brightest spectaculars

When you're building for the future, always build Inco Nickel into your plans . . .

New York City has seen great skyscrapers going up before.

But nothing quite like the gleaming, new Socony Mobil Building, soon to be one of Manhattan's brightest spectaculars!

It's the largest *metal-clad* office building in the world. And all that cladding, all that glistening metal "skin," is stainless steel. A stainless steel that contains Nickel.

That means there's Nickel in the beautifully designed curtain walls

Nickel in pier covers; Nickel in spandrels; Nickel in window sashes and frames; Nickel in mullions and louvers.

And that means . . .?

Well, Nickel makes stainless steel easier to work. Look at those curtain walls: the three-dimensional "carved" effect stamped into the panels is a sure sign Nickel is there. It's what makes the steel flow so well under the impact of hammer and die.

Nickel is also there to buttress the durability and corrosion resistance of stainless steel — important factors in keeping maintenance costs down over the years.

"The Romance of Nickel", a 65-page booklet, will tell you a lot more about this great "helping" metal. Free. Write, The International Nickel Company, Dept. 266d, New York 5, N. Y.

©1955, T. I. N. Co.

Up goes the curtain on the Nickel-containing stainless steel curtain walls of New York's newest skyscraper. Note "carved" effect!

With Inco Nickel in them— metals perform better, longer. The Nickel in these stainless steel windows makes fabrication easier.

MANHATTAN'S new 45-story Socony Mobil Building will have 11 acres of Nickel-containing stainless steel "skin."

Inco Nickel . . . *Your Unseen Friend*

THE INTERNATIONAL NICKEL COMPANY, INC.

Looking ahead

NEWS THAT MATTERS TO CONSUMERS AND BUSINESS MEN

NEW CAR PARADE: Here's a size-up of the first '56 models by TOWN JOURNAL'S auto editor. We'll give you reports on other models as they come out.

NEW CAR PRICES: Examine each price schedule carefully when you shop. List prices announced so far are running up to 5% higher on '56 models. But increases are spotty, not across-the-board. A new "economy" Mercury will actually sell for less than any '55 Mercury. Meanwhile, prices for optional equipment are dropping (Ford's power steering will cost $49.50, down from $86). So your net outlay for an equipped car needn't rise much, if at all.

In your favor when you buy a '56 car is the likelihood of intensified competition between dealers. They did well, on the whole, with the restyled '55 models. But for '56, with only two makes restyling stem-to-stern, price may figure more than newness. Expect generous trade-ins and discounts.

CAR SAFETY: Trying to make cars safer is nothing new. But there'll be more emphasis on wreck-survival this year, not just on accident avoidance. Most, or all, cars will get new safety door latches as standard equipment, with seat belts optional. (SEE: Those New Seat Belts, page 14.)

Ford Motor Co. keyed several '56 changes to safety findings by Cornell University Medical College. The company's cars will all get the new "deep center" steering wheels; in a wreck, they reduce chances that steering posts will impale drivers. For $25, Ford offers a "safety package," including padded instrument panels, padded sun visors and safety belts.

Chrysler Corp., like Ford, has contributed $200,000 to help Cornell researchers pin-point accident causes. Its '56's emphasize redesigned, safer brakes, some with linings to last 50% longer. New push-button shifting will replace gear levers on all of the corporation's automatic transmission cars; there'll be less catching of sleeves. The four buttons are easy to reach on a protruding extension of the dash at the driver's left. A safety device prevents accidental shifting into reverse.

OTHER AUTO NEWS: Most noticeable new style feature in the '56 Plymouth, Dodge, DeSoto, Chrysler and Imperial: upsweeping tail fins, sharply altering last year's "down at both ends" slope on Chrysler Corp. cars. Horsepower, yet to be announced, will run higher, reflecting a conviction that the extra maneuverability in passing situations enhances safety.

Ford becomes the first low-priced car to go above 200 h.p. Its most powerful engine--the 202 h.p. Thunderbird--compares with a top offering of 165 h.p. for '55. Mercury's highest powered engine hits 225 h.p. (up from 198), Lincoln's 285 (up from 215). The new Lincoln, incidentally, is 7 inches longer this year, 2½ inches lower, and 2 inches wider.

FOOD BARGAINS: You're benefiting now from the big spring pig crop and the bumper corn crop. Pork, which usually becomes a good buy in late October, is cheap right now and will continue so through the winter. You'll get good bargains with beef, broilers and friers, too. Potatoes--with a crop of about 400 million bushels, some 50 million more than we normally consume--should prove reasonable through winter and spring.

BEST MOVIES: Recommended in October are It's Always Fair Weather, sparkling musical satire of TV and the advertising world, with Gene Kelly and Dolores Gray; Footsteps in the Fog, a quiet chiller that creeps up on you; The Left Hand of God, from the novel, with Humphrey Bogart impersonating a priest to escape from a Chinese war lord; The McConnell Story, saga of America's first triple jet ace.

Ask Town Journal

Some art galleries sell reproductions of their paintings; is there a list of all such prints and where to obtain them?

A. *Guide to Color Prints* by Milton Brooke and Henry J. Dubester (in most libraries or from Scarecrow Press, Box 1055, New Brunswick, N.J., 1953: $4.50) lists more than 5,000 color reproductions currently available for purchase from U.S. museums and commercial sources. Information includes size of print, publisher and price.

Where can I apply for details on the student exchange program for study abroad?

A. U.S. citizens interested in grants for graduate study abroad should apply to the Fulbright program adviser on campus or to the Institute of International Education, 1 E. 67th St., New York 21, N.Y.

A pamphlet called *Educational Exchange Grants,* explaining details of the international program, is available for 10¢ from Superintendent of Documents, Government Printing Office, Washington 25, D.C.

We hope to remodel our farmhouse. Can you suggest a planning guide?

A. The U.S. Department of Agriculture has a free Home and Garden Bulletin (No. 42) entitled *Your Farmhouse—How to Plan Remodeling.* Write their Office of Information, Washington 25, D.C. for a copy.

Where can I sell old jewelry to best advantage?

A. Check your classified phone book for a list of dealers and retail jewelers who buy gems.

Sometimes it is helpful to have a collection appraised by a gem dealer or retailer. (There is a fee for this service.) The appraisal can then be used as a basis for offering the jewelry for sale elsewhere.

Is it true that the Social Security laws have been changed so women can draw benefits after age 62?

A. The U.S. House of Representatives on July 18, 1955 passed HR 7225, which would lower the age to 62 for women. But the Senate hasn't considered this bill as yet.

Can subs use radio while their antennae are below water?

A. No. (However, subs can thrust their antennae above water with little danger of detection.) Modern subs can communicate under water by means of sonar, which can transmit signals (usually in code) by ultrasonic vibrations.

Are clocks and watches usually pictured with the hands at 8:18 o'clock because that commemorates the hour of Lincoln's death?

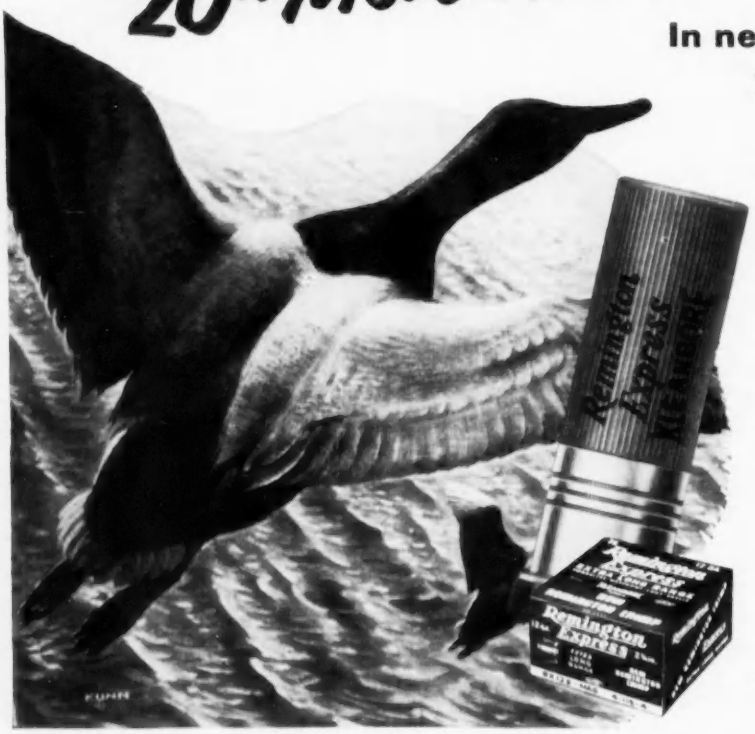
A. That's a popular explanation, but untrue. Lincoln was shot at 10:10 p.m., died about 7:30 next morning. Hands were drawn at 8:18 long before Lincoln's death, and are placed that way simply because it's a symmetrical arrangement.

Is it true that cosmetic and food colorings are frequently made with coal tar?

A. Yes, but you don't need to worry about it. Only those coal-tar dyes approved by the U.S. Food and Drug Administration for use in foods, drugs or cosmetics are employed.

If you have a question which you think many others would like to see answered, send it to ASK TOWN JOURNAL, *Washington 4, D.C.*

20% More knock-down power



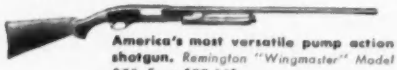
In new Remington "Express" 2¾-inch Magnum shells

Your first box will be an eye opener! You'll knock down wary, hard-to-hit game surer, cleaner than ever—because never before have you had such power in a standard-length shell!

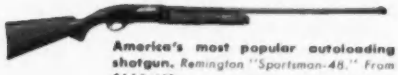
You get patterns with more pellets, pellets with more reach and smash—20% more knock-down power in the 12 gauge, proportionately great new power in the 16 and 20 gauge!

No other standard-length shells give you all this power plus "Kleanbore" priming, Flat-Top Crimp and Wetproof construction. Get new Remington "Express" standard-length Magnum loads* and you'll *get your game!*

**To be used only in shotguns with 2¾" or longer chambers in good shooting condition.*



America's most versatile pump action shotgun. *Remington "Wingmaster" Model 870. From $77.30**



America's most popular autoloading shotgun. *Remington "Sportsman-48." From $110.45**

Remington DU PONT

"Express," "Kleanbore," "Sportsman" are Reg. U. S. Pat. Off. by Remington Arms Company, Inc., Bridgeport 2, Conn.

**Prices subject to change without notice*

America's favorite game: Br'er Rabbit

(*Continued from page 106*)

double scattergun of ancient and casual construction that made me almost famous. Since the muzzles had been run over with a cultivator, I sawed the gun off to 18 inches; the resulting shot pattern would comfortably cover a barn at 30 yards. When I flushed a rabbit I could point this cannon anywhere within 20 degrees of the target and the double handful of pellets would make some of my shots look downright miraculous.

The bulk of rabbit hunting is done with shotguns. Experts prefer the lighter gauges (.410, 16 or 20), but most hunters still use 12-gauge guns.

Heavy, high-velocity shells are unnecessary. In my opinion the best rabbit loads are the "low-brass," standard velocity shells shooting no. 6 shot. Similarly, it's unnecessary to use guns with "full choke." Some hunters are skillful enough to use full-choke guns at close range by aiming in front of the running rabbit just far enough to catch its head in the edge of the shot pattern. But for the average gunner this usually results in rabbitburger. Generally speaking, it's best not to kill a running rabbit at less than 20 yards. In spite of his great vigor and wildness, a cottontail is easy to kill; a single pellet will do the job. I've seen them topple at 70 yards with a 16-gauge gun—there are hunters who believe that rabbits can literally die of shock at a gun's report. This doesn't mean they're cowards. They've been known to fight bobcats and kill snakes. I once saw a big bunny give two young foxes a sound thumping. It's just that they don't have hard, sinewy bodies.

Many hunters prefer rifles, a good choice if used carefully—you have to watch ricochets. Shooting rabbits on the run with a .22 is real sport. Usually it's done on open ground where brush and obstructions are scarce. A semi-automatic .22 is best for the job, for it can bracket a bounding cottontail.

The ultimate in rabbiting, for my money, is with trained rabbit dogs like beagles or basset hounds. They love to run game, have pleasant canine voices and add spice to the sport. These little hounds trail by scent, breaking into "dog music" when they strike a hot trail. Since they are seldom fast enough actually to catch a fleeing rabbit, he usually circles back to where he was flushed—from a vantage point you can follow the chase by ear. In many cases the cottontail will be driven back to you.

I have always preferred to "field dress" rabbits immediately, by severing the head and making an incision up the belly, grasping the carcass by the hind legs and giving it a sharp flip. This effectively removes the innards. They should be eviscerated and cooled as soon as possible, particularly in warm weather.

Skinning is simple: Pinch a fold of skin in the center of the back, and make an incision of an inch or more at right angles to the spine. Insert both forefingers and tug with both hands, pulling the "shirt" off one way and the "pants" the other. Work all four legs out of their "sleeves," cut the feet off at the ankle joints and you'll have a clean carcass.

With a little practice, cleaning and dressing a rabbit will take you no more than 40 seconds. Many hunters do not cook rabbits immediately after cleaning, but wait a day or so, believing that game is not at its best while quite fresh.

The most succulent part of a cottontail is his full, well-fleshed haunches. Many gunners who don't "lead" their target enough, or who fire at close range on straightaway shots, riddle rabbits in the hams and destroy the best of the meat. How far to lead? Since it's more instinct than reason, I *think* I do it this way: I follow through, swinging the gun past the running rabbit until it passes his head, and then touch off the trigger. But keep swinging! If you stop, you'll probably hit behind him.

The secret of success in rabbit hunting, as in any other sport, is being alert. While you're hunting, HUNT! Hunt as an animal does—casting about, backtracking, pausing now and then, studying the terrain. A lot of hunters walk by more rabbits than they flush. In bitterly cold weather the critters take a lot of kicking up.

The best hunter I know scouts the field as his dog does: working every bit of cover, investigating every patch of grass and brush, listening and watching constantly. A good hunter becomes completely absorbed in the job at hand, not talking or thinking about the price of bacon or international tensions. That's one reason the sport is such effective mental and physical therapy.

The sport of rabbit hunting is hagridden by the dread of tularemia or "rabbit fever." Fatal to man in about 4% of all cases, it can be a serious illness. The disease is almost always contracted when a hunter cleans a sick rabbit—that's why it's wise to wear rubber gloves. Thorough cooking will destroy the bacteria. To play safe, don't shoot a rabbit that seems sluggish.

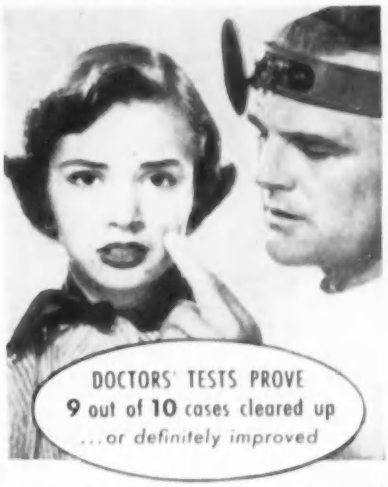
The prevalence of rabbit fever is greatly overrated. If there is a tularemia epidemic in your neighborhood, you'll know it. There just won't be many rabbits to hunt. The last great epidemic swept the country in 1938.

The cottontail is usually the first game we hunt, and often the last. A man can hunt exotic game in all the secret, wild places of the earth, from snow leopards in Chinese mountains to Kodiak bears to Scottish grouse. But if he's a real hunter, sooner or later he'll come home to hunt rabbits. **End**

New! Clearasil Medication

'STARVES' PIMPLES

SKIN-COLORED... *hides pimples while it works*



Doctors' clinical tests prove this new-type medication *especially* for pimples really works. In skin specialists' tests on 202 patients, 9 out of every 10 cases were cleared up or definitely improved while using CLEARASIL.

Amazing starving action. CLEARASIL actually starves pimples because it helps remove the oils that pimples "feed" on. And CLEARASIL's *antiseptic action* stops the growth of bacteria that can cause and spread pimples. Skin-colored to hide pimples and end embarrassment. Greaseless, stainless...pleasant to leave on day and night for uninterrupted medication.

America's largest-selling specific pimple medication...because CLEARASIL has helped so many boys, girls and adults GUARANTEED to work for you as it did in doctor's tests or money back. Only 59¢ and 98¢. At all druggists.

Now also available in Canada (slightly more)

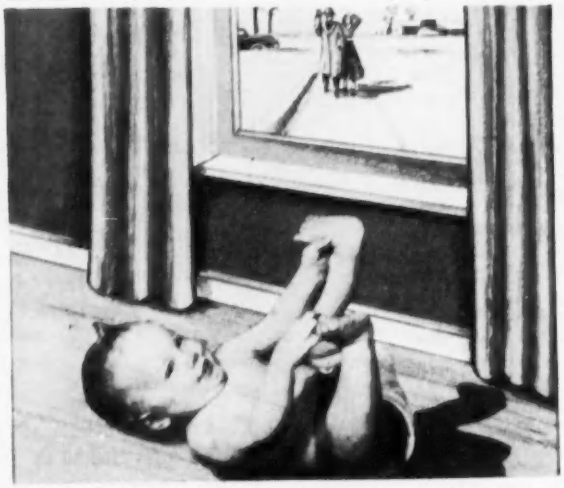
"I'M MAKING MORE THAN $1000 a Month

Haven't Touched Bottom Yet!"

—reports Charles Kama, Texas, one of many who are "cleaning up" with orders for PRESTO, Science's New Midget Miracle Fire Extinguisher. So can YOU! Amazing **new kind** of fire extinguisher. Tiny "Presto"—about size of a flashlight!—does job of bulky extinguishers that cost 4 times as much, are 8 times as heavy. Ends fires fast as 2 seconds. Fits in palm of hand. Never corrodes. **Guaranteed for 20 years!** 2 million sold! **Sells for only $3.98**, show it to civil defense workers, owners of homes, cars, boats, farms, etc—and to stores for re-sale. Make good income. H. J. Kerr reported $20 a day. Wm. Wyndalls, $15.20 an hour. Write for **FREE** Sales Kit. No obligation. (If you want a regular Presto to use as demonstrator, send $2.50. Money back if you wish.)

MERLITE INDUSTRIES, Dept. 21-A, Presto Div., 114 E. 32nd St., New York 16, N. Y. IN CANADA: Mogis Co., Ltd., 371 Dorval Rd., Montreal 1, P. Q.

This 49½c Storm protects your family



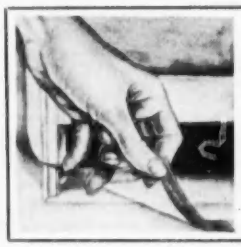
WINTER COMFORT! You can hardly see the new TRANS-KLEER storm windows—it's wonderfully transparent—but it protects you and your loved ones from winter's cold blasts and humidity. Saves dollars, too, in fuel bills. It's your cheapest health insurance. Yet the window illustrated here only costs 49½ cents! This TRANS-KLEER material is produced by the plastics division of famous REYNOLDS METALS COMPANY.

NEW TRANS-KLEER STORM WINDOW GOES ON OR OFF IN ONLY 5 MINUTES!

NO HOOKS, NO NAILS, NO SCREWS

ONLY 49½c FOR 10.8 SQ. FT. WINDOW!

The installation of Trans-Kleer Storm Windows is simplicity itself. The lady of the house can do it in 5 minutes or less! You need no nails, hooks, screws or tools! No back-breaking toil! No broken glass to contend with! Cut off required amount, trim to fit the inside of your window, large or small, square, round, rectangular – it makes no difference! Then press on the special ADHESO border and your window is firmly in place for winter-long protection! Cost to you: only pennies per window! And this is a storm window that can really take those wintry gales. And it won't rattle or shatter or chip! Yet, Trans-Kleer Windows, because of the LOW CONDUCTIVITY development of expert chemical engineers, give you real winter protection, actually help keep cozy warmth inside, frigid temperatures out of your home. You save many dollars in fuel bills alone – to say nothing of the health protection and downright comfort!



JUST LIFT ADHESO BORDER FOR AIRING

If you wish to open your TRANS-KLEER storm window for ventilation at any time, just lift from the bottom after first loosening the Adheso border. Raise as high as you wish. After ventilating, you will find the Adheso tape seals just as tightly as when you first applied it to the frame! It is TOP-QUALITY adhesive material and retains its effectiveness over long periods of time.

Sensational Discovery Used by U. S. Army To Fight Arctic Cold

Now . . . Storm Windows need not cost you up to $14.00. American industry has developed a light weight flexible product that enables you to seal out wintry blasts for only 49½¢ a window! Imagine it! For pennies per window you can insulate every room in your home! This new wonder material was developed by a billion-dollar American firm—for use by the U. S. Government during the last war. It looks like glass, yet can't peel off, never chips, shatters or rattles. It's actually flexible like rubber. This wonder product possesses the tensile strength of over a ton for every square inch! Yet it is crystal-clear, not milky or yellowish like some plastic materials. It weighs less than one tenth of the lightest glass storm windows developed. Even a very large window comes to less than 8 ounces! This amazing new kind of window is not affected by snow, sleet, rain or dampness because it is 100% waterproof. Resists climate changes – won't crack even at 53 degrees BELOW FREEZING! Although it costs you only pennies you can use and re-use it year after year for winter protection and comfort.

Used by Army in Alaska and Iceland

One of the big problems facing American and Allied generals in World War II was how to defend their troops and protect equipment against the ravages of Arctic winters. One of the world's greatest defense firms was ordered to build a special plant and soon millions of yards of this new material was moving out to Canada, Alaska, the Aleutians, Iceland, Greenland and the cold European theatre of war.

This material could not be purchased for love or money in those critical days. Every last inch went to protect our men, vehicles, ships, planes and weapons. Our boys and guns came first and the public had to wait. Finally it was released to the public and ever since, the demend has been greater than the supply! The Gary plant of famous REYNOLDS METALS COMPANY is working round-the-clock trying to supply it!

Low First Cost — No Upkeep Cost!

TRANS-KLEER comes in kits 36 inches by 432 inches and costs you only 4.95 complete with Adheso border! That is enough for 10 windows – each measuring 10.8 square feet – just 49½c each! Naturally, smaller windows cost you less while larger windows use more material. In all you receive 108 SQUARE FEET! Imagine it! 108 SQUARE FEET for the rockbottom price of only 4.95. Good GLASS storm windows cost from $7.95 to $16.00 or more, depending on size and quality. For ten you'd have to pay $79.95 to $160.00. They're fine if you don't mind the cost and waiting time! But if you want to save and get real winter protection AT ONCE, then the sensible buy is TRANS-KLEER! For pennies you enjoy cozy comfort. You save plenty on fuel bills. You also get health protection for your entire family and you need not contend with broken glass, storage problems, installation difficulties. Your TRANS-KLEER Storm Window is put up in 5 minutes, tops. The entire 10 are easily installed in 30 to 50 minutes. It's simplicity itself! Even a school boy can do it! You save on first cost. You have no upkeep cost! That's why year after year more and more people – even those who can afford expensive storm windows, are demanding this economical, yet effective way to save fuel, protect health, enjoy winter-long comfort in every room of their homes!

Use Year After Year

With TRANS-KLEER you have no storing problems. At winter's end you fold away like cloth for the following winter – year after year! You can air your room so easily – any time! Lift ADHESO border to let in fresh air – then press on and it's sealed tight again! Easy to clean, too! No soap or detergent. They come clean with a damp wash rag! It's no wonder that so many home owners, hospitals, public buildings and churches have adopted this amazing REYNOLDS product to fight winter's chills and humidity.

Window all winter!

Over 2 Million Windows Sold Last Year

For years, demand for Trans-Kleer has outstripped the supply. Lucky buyers of the first windows told their neighbors and the word spread. Last year alone, over 2,000,000 were sold, yet thousands of folks were disappointed when the supply ran out. Advertising had to be curtailed and our huge supply was exhausted earlier than anticipated. There will be another wild scramble for them this year. Production has been planned for 2,500,000 windows this year – but even the huge total might not be enough unless you act FAST!

MAKE THIS TEST!

On a windy day, hold a lit match inside a closed window. The first gust of wind will blow it out. Now put up your Trans-Kleer window . . . you'll find that a lit match, held inside the window, will NOT blow out EVEN IF YOU KEEP YOUR REGULAR WINDOW OPEN!

Now You Can Test Trans-Kleer in Your Own Home Without Risk

Lots of folks already know about TRANS-KLEER from their neighbors. But if you have never tried them, here's your chance to get them on a HOME TRIAL BASIS. You can't lose a single penny. Mail the coupon below and a 36 by 432-inch kit – 108 SQUARE FEET – will be shipped to you immediately, complete with Adheso Border. Deposit only 4.95 plus postage with the mail man. Try TWO windows in any room of your home. Test them as you see fit. See for yourself how they seal out drafts. Now compare the temperature – any 25 cent thermometer will do – yes, compare the temperature with any other room in your home! See the difference. Feel the difference. Then YOU be the judge. If you're not convinced they're every bit as effective as any storm window on the market – if you are not satisfied in EVERY way, keep the TWO windows and return the balance of the material and get your 4.95 back at once!

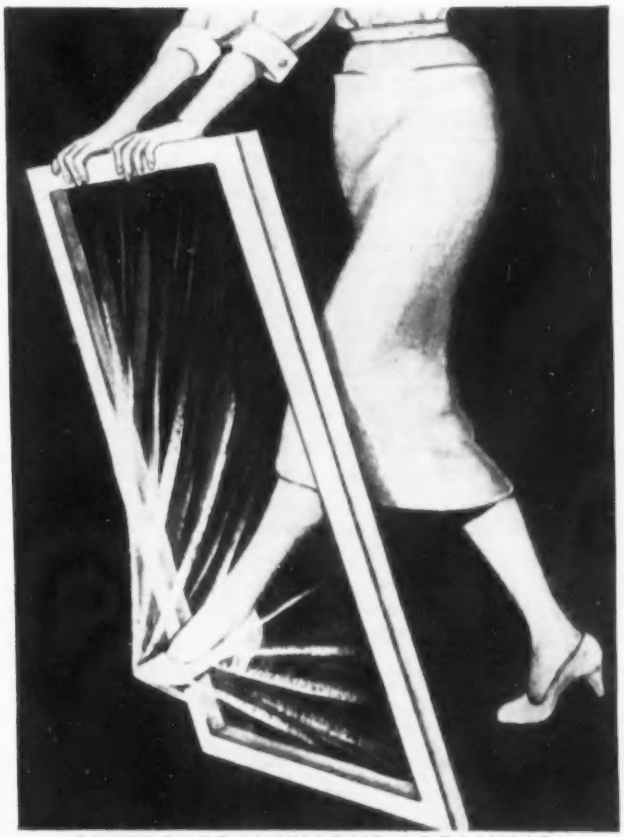
To Avoid Disappointment, Order at Once!

Millions of folks in the U. S. and Canada are reading this same ad in hundreds of magazines and newspapers. Despite enormous production facilities, the REYNOLDS ALUMINUM people can turn out so much and no more! Don't wait until it's too late! Play safe! Rush the coupon NOW! If you wish to save postage cost, send check, cash or m. o. for $4.95 and the windows will be shipped postage free.

Advice To Readers

To Obtain Best Results From Storm Windows

All types of Storm Windows, glass, thermopane, plastic can save many dollars in fuel bills if used right. Follow these 5 rules for best results: 1.—Check all leaks. 2.—Make sure windows fit tight. 3.—Caulk aluminum type before installing. 4.—Store wooden frame type in dry place to prevent warping. 5.—Replace all cracked panes at once. Trans-Kleer ends storage, caulking problems, shattered glass, panes to replace, leaks to seal! No hard toil to put on or remove! Put on quick INSIDE regular window with new, improved ADHESO border. Lift Adheso border to let stale air out. Press back and you have perfect sealed-in insulation again! (See picture) Freezing weather is coming. Play safe! Order your TRANS-KLEER windows NOW! MAIL COUPON TODAY!



STRETCHES WITHOUT BREAKING!

This amazing storm window stretches without breaking! Has tensile strength of over one ton per square inch! Push it with your foot – it stretches – then springs back undamaged! Developed for Armed Forces in last war. Installs quickly, easily inside windows of all sizes. Made by world-famous REYNOLDS METALS COMPANY.

ORDER DIRECT FROM SOLE DISTRIBUTORS:

THORESEN'S

352 Fourth Ave., Dept. 17-L-47 New York 10, N. Y.

Canadians: Save tariff by ordering direct from THORESEN LTD., 45 St. James St., West, Dept. US-47, Montreal 1, Que. Same prices. Same money back guarantee. Immediate delivery from Montreal.

RUSH FOR FREE HOME TRIAL!

THORESEN'S Dept. 17-L-47
352 Fourth Avenue, New York 10, N. Y.

RUSH the following kits TRANS-KLEER measuring 108 SQUARE FEET each (enough for 10 windows averaging 10.8 square feet each). Include improved ADHESO Sealing Border and easy picture instructions. This order is on a Home Trial – money back guarantee basis. I must be satisfied in every way. I shall use enough material for 2 WINDOWS in any room of my house – without obligation. They must seal out drafts. I must SEE the difference on my thermometer. I must FEEL the difference. Then, if I am not convinced that they are every bit as effective as any costly storm window in the market – if I am not satisfied for any reason, I shall KEEP the 2 windows FREE returning the remainder in the next week for quick refund of the FULL PRICE—no questions asked!

CHECK AMOUNT DESIRED BELOW
— Note Special Quantity Savings —

- ☐ 1 KIT (108 Sq. Ft.) for 10 windows—$4.95
- ☐ 3 KITS (324 Sq. Ft.) for 30 windows—$11.95
- ☐ Payment enclosed. RUSH postage FREE.
- ☐ 2 KITS (216 Sq. Ft.) for 20 windows—$8.95
- ☐ 6 KITS (648 Sq. Ft.) for 60 windows—$20.95
- ☐ Send COD plus postage.

Name .....

Address .....

Town ..... State .....

CANADIANS: Save tariff by ordering direct from THORESEN'S LTD., 45 St. James St., West., Dept. US-47, Montreal 1, Que. Same prices. Same money back guarantee. Immediate delivery from Montreal.

TENSE NERVOUS HEADACHES
call for
STRONGER Yet SAFER

ANACIN

Won't Upset The Stomach

Anacin® not only gives *stronger, faster* relief from pain of headache, but is also *safer*. Won't upset the stomach and has no bad effects. You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a *combination* of medically proven, active ingredients. Scientific research has proved *no single drug* can give such strong yet such safe relief as Anacin. *Buy Anacin Tablets today!*

INGROWN NAIL Hurting You?

Immediate Relief!

A few drops of OUTGRO bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.

Shrinks Hemorrhoids New Way Without Surgery

Science Finds Healing Substance That Relieves Pain—Shrinks Hemorrhoids

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain — without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all — results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne*)—discovery of a world-famous research institute.

This substance is now available in *suppository or ointment form* under the name *Preparation H.** Ask for it at all drug counters—money back guarantee. *Reg. U. S. Pat. Off.

How To Hold

FALSE TEETH

More Firmly in Place

Do your false teeth annoy and embarrass by slipping, dropping or wobbling when you eat, laugh or talk? Just sprinkle a little FASTEETH on your plates. This **alkaline** (non-acid) powder holds false teeth more firmly and more comfortably. No gummy, gooey, pasty taste or feeling. Does not sour. Checks "plate odor" (denture breath). Get FASTEETH today, at any drug counter.

QUILT LOVERS: Pieced and applique quilt patterns for you to enjoy. 54-40 or Fight, Nine Patch Star, Raggedy Ann and Andy, Hands-All-Around, Chain of Diamonds and 12 other famous patterns in book **3230**. True Lovers Knot, Radiant Star, Mothers Dream, Shadow Star, Pin Wheel, Ocean Wave, Snow Ball and 12 others plus 2 quilting designs in book **3333**. Patterns for cutting guides, directions and material needs given. Each book **only 50c—both $1.00 postpaid.** Rush your order to **AUNT MARTHA'S STUDIOS, Dept. 591, 1243 Swift, Kansas City 16, Mo.**

Scenery, sand, sun—and fun

(Continued from page 109)

of a trail famous in western history. The words mean Holy Faith and are a reminder of ties with Mother Mexico. In 1540 Coronado's soldiers, sweating and blistering under heavy armor, searched this region for the fabled Cities of Gold. Soon colonists streamed in. Many of the ditches they dug to water their corn, beans and melons are still in use.

Ten years before the Pilgrims landed on Plymouth Rock, Don Pedro de Peralta had built the Governors' Palace in Santa Fe. You can see it today, a one-storied maze of rooms with sturdy walls of sun-dried adobe bricks. Now the state museum, its overhanging front makes cool shadows where costumed Indians from nearby pueblos sell colorful blankets, pottery and silver jewelry set with turquoise.

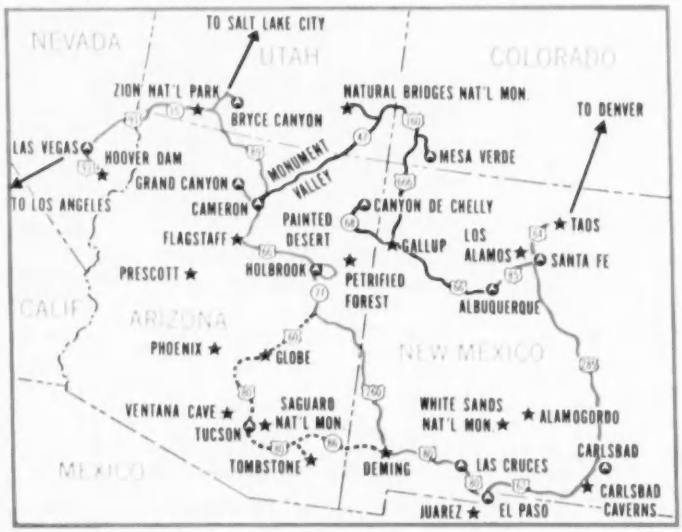
The Palace fronts the Plaza, and from it streets with Spanish names radiate like a spider's web. Or they start anywhere and wander. My favorite is El Camino del Monte Sol which starts near an ancient irrigation ditch called Acequia Madre, or Mother Ditch, and straggles past woodyards, burros and goats, wattle fences and adobe houses up to Sun Mountain.

Artists, whose homes and studios line the Camino, rose in fiery dudgeon 15 years ago when we lived among them. The city proposed to pave their street! Last summer I revisited the place. Many of the same artists were still there. So were the ruts and the dust.

Actually, Santa Fe is bursting its buttons with a new and energetic population; for Los Alamos, the hush-hush atomic city, is nearby. (Los Alamos is closed to tourists; so, too, is the glassy crater of heat-fused sand near Alamogordo, where the first man-made atomic explosion took place 10 years ago.) But it's still Santa Fe. Even chain stores and filling stations must conform to local architecture—adobe-type plastered walls with jutting beams, or the "territorial style" with brick coping. Picturesque is a word suiting Santa Fe better than any city unless it's Taos.

Taos isn't a city, though. It's a cluster of three villages in a lovely valley some 70 miles north of Santa Fe. In one is Kit Carson's home. In another, Ranchos de Taos, is the mission of St. Francis, one of the most beautiful in the Southwest, dating to 1772. But it's Taos Pueblo that makes tourist fingers itch for cameras.

Built centuries ago, it looks a bit



ALLOW TWO WEEKS AND $588 for family of four on 1,900-mile red-line tour of Southwestern highlights from Las Vegas to Taos in your own car. Add $36 a day to and from home. Or do tour by bus for an extra $42, or rented car for $298 more, and go to Southwest by plane or train. Typical coach-train family fare from Chicago to Las Vegas by Union Pacific and back on Santa Fe from Albuquerque is $256.50. By Santa Fe direct to Grand Canyon, you'd cut four days and $240 from tour by rented car. Black line trip from Albuquerque back to Grand Canyon adds 4 days and $240 to tour by rented car—if you can take rugged desert driving and poorer facilities. Side trips to Grand Canyon floor and to Tucson and Tombstone on dotted line add another 4 days and $260 for family. Symbol (●) marks suggested overnight stops.

like a modern city apartment house with set-back stories. Taos Indians still occupy it and stroll about in colored cotton blankets. From their communal colony they carry on farming and ceremonials much as they did before the Spaniards came. My favorite time there is late fall. Then the cottonwood leaves shimmer like golden coins on a gypsy's necklace and the chili peppers dry scarlet on adobe houses.

Fall's a good time for Spanish festivals, too. During Santa Fe's three-day fiesta in early September, you'll see street dancing and historical parades with a high point when a huge papier-maché figure of Zozobra, "God of Gloom," goes up in flames. Most Indian pueblos—San Ildefonso, Nambe, Taos, Tesuque, San Felipe, Santa Clara, to name a few—hold dances in the fall or winter months. An inquiry to the New Mexico State Tourist Bureau at Santa Fe will bring a list, with the dates. If you're a summer traveler, you can see Indians perform at the Inter-Tribal Ceremonial at Gallup N. M., in August or at Flagstaff, Ariz., every July in the All-Indian Powwow. An annual cowboy event is the Frontier Days celebration at Prescott, Ariz., every July; and there's also a re-enactment of Tombstone's lurid past, the Helldorado, each October. Ask the Arizona State Development Board at Prescott for details.

If you enjoy digging into the Indian's past—or seeing what others have dug up—the Southwest is for you. The Mesa Verde cliff dwellings in southern Colorado are best known, but only a few miles from Santa Fe are those at Canyon de Frijoles. And Arizona has numerous choice ruins—many marked on gas-station road maps. There's Canyon de Chelly (pronounced *shay*) with pictographs dating to about 1060—but that's relatively recent compared to Ventana Cave, 110 miles west of Tucson. *It was inhabited for 10,000 years, during the late glacial period—making it the oldest occupied place in America!*

Arizona wasn't desert then. It had up to 40 inches of rainfall. A diorama in the Arizona State Museum at Tucson shows such strange beasts as the mammoth, llama-like camels, and four-prong-horn antelopes. Long before that, perhaps 160 million years ago, parts of Arizona were swampland. The stone trees of the Petrified Forest near Holbrook date back to that time.

It's a long leap from the prehistoric to modern cities that spot the Southwest—Albuquerque, New Mexico's largest; Tucson, seat of Arizona's university; El Paso, on the Mexican border across from Juarez; Phoenix, in the citrus-growing Salt River Valley; or Las Vegas and Reno, Nevada's gambling capitals. Modern, too, is Hoover Dam in northern Arizona—backing up the Colorado River for 115 miles.

But nothing spells out the South-

Mrs. Edna Harrison never lets **CONSTIPATION** upset her busy life

Mrs. Harrison flies her own plane as does her husband. Living in Valley Center, Kansas, they dust their own crops. She can't afford to let constipation interfere with valuable working time . . .

Or restful sleep. So, like so many up-to-date people, she's found that sparkling Sal Hepatica brings speedy, gentle relief without interfering with work or sleep. If she wakes up feeling logy . . .

She can take Sal Hepatica before breakfast and get relief before time for chores. Or taken before supper, Sal gives speedy relief generally before bedtime. You'll find, too, that . . .

Sparkling Sal Hepatica is antacid . . . quickly sweetens the sour stomach that so often goes with irregularity. Like Mrs. Harrison, take speedy, gentle Sal Hepatica and smile!

Constipated?

Take sparkling SAL HEPATICA® and SMILE

A PRODUCT OF BRISTOL-MYERS

GET THE LARGE ECONOMY SIZE AND BE PREPARED. SPEEDY, GENTLE ANTACID LAXATIVE

NEW! *Penetrating relief from pain of arthritis and rheumatism*

DEEP HEAT FROM MENTHOLATUM RUB

—gets right to where it hurts!

DEEP HEAT, not just surface soothing. It's a new and different *penetrating* relief for arthritic pain and misery. And it's greaseless *and stainless*.

Just massage new Deep Heat Mentholatum Rub on the sore spot as needed. See how it's "taken up" by your skin. In just 30 seconds you'll feel its Deep Heat bringing relief. You'll feel a comforting warmth right at the point that hurts. Quickly "drawn muscles" are relaxed. Soon nagging arthritic or rheumatic pain is soothed.

Mentholatum Rub includes the latest discoveries for relief . . . a combination of active ingredients that provides extra-deep skin penetrating power. Guaranteed by a laboratory with 60 years' medical research experience, you must feel relief deep down—or Mentholatum will refund purchase price.

For head cold stuffiness: get fast relief, breathe easily again with *regular* Mentholatum. Soothe dry, "cracked" lips with Mentholatum *Medicated* Stick.

Greaseless!

Stainless!

EAR ACHE?

DENT'S

EAR WAX DROPS for fast temporary relief of accumulated wax condition

TOOTHACHE?

ask your druggist for DENT'S TOOTH GUM, TOOTH DROPS or POULTICE

WEATHERSTRIP PAYS

E-Z-ON. All Metal Interlocking Weatherstrip sells to every home. Keeps out cold. Cuts fuel costs. Sold in packaged sets for the do-it-yourself trade, or by linear foot.

Easily installed without removing sash. Big season NOW. Write for wholesale prices and full details of Money Making Offer.

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ZUD Removes **RUST & STAINS**

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FREE SAMPLE
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AUSTAIN PRODUCTS P. O. BOX 507 FAIR LAWN, N. J.

HARD OF HEARING?

CHECK YOUR OWN HEARING WITH NEW FREE EVALUATOR

No gadget or gimmick can ever take the place of thorough audiometric hearing tests, but an ingenious new slide rule calculator developed by the Maico laboratories is proving very helpful to the hard of hearing as a means of making a rough appraisal of the type and degree of their impairment.

Characteristics of the various types and degrees of loss are listed on one side of the slide rule, suggested courses of action on the other. A simple movement of the slide matches up the suggested action with user's hearing condition.

Quick and easy to use, this new calculator is something every hard of hearing person needs.

For a limited time only, the ingenious new slide rule is being offered free of charge to hard of hearing persons. Fill out coupon and mail to us in an envelope. Offer is limited so act now!

THE MAICO CO., INC.
21 N. 3rd St., Room 33R
Minneapolis 1, Minn.

Gentlemen:
Please send me my Hearing Aid Calculator

Name_____
Address_____
City_____ State_____

west to the tourist quite so vividly as our canyons and deserts—and the way of life sun and sand impose on plants, animals and humans alike.

Most folks can't quite believe the Grand Canyon, even when they see it. They're a little like the early day cowboy who trailed a mountain lion to the rim of the mile-deep fissure that's as much as 18 miles across. "Wow," he shouted as he reined up sharp. "Something must've happened here!"

No natural scenery in America is more impressive than its layered, changing colors, the sculptured domes and turrets dropping away from South Rim to the gleaming thread of the Colorado River, then rising beyond to North Rim. The one-day mule-back ride down zig-zagging Bright Angel Trail from South Rim to the Canyon's floor and the river is popular. I recommend it, as well as the two-day expedition down Kaibab Trail and on if you wish up to the North Rim. (You can arrange to have your car driven there to meet you.) But if you're more accustomed to plush than creaking leather, you may eat your meals from a shelf next day. Still, either trip's worth it!

North Rim, with its famous Kaibab Forest overflowing with deer, is open the five warm-weather months only. But South Rim welcomes you the year 'round. (Avoid July and August if you can, for then some 6,000 visitors line the Rims daily and overcrowd accommodations.) Surely see the Painted Desert from Desert View Observation Tower, 25 miles east along the South Rim.

As for the desert—well, it isn't all sand, as the movies suggest. There are some dunes in south central New Mexico—the great White Sands—and in eastern California, where Hollywood makes Sahara pictures. But dunes are rare; typically, "the desert" is rolling land with sparse vegetation.

Around Tucson, the cholla (pronounced *choya*) abounds. It's a scraggly bush-like plant, every twig bristling with spines. It's painful to humans but hungry cattle will eat it without apparent pain, and I've seen skinny range beasts with grotesque silvery beards of the stuff.

Almost all desert plants have spines. Cactus varieties are legion; but perhaps the most spectacular is the saguaro. An especially fine stand is preserved near Tucson. Some reach 40 feet, and are 200 to 250 years old.

In southern Arizona we're favored by the paloverde—literally *green stick*—so named because the trunk and the least twig are always green. It's the official Arizona state tree, loved for the veil of pale yellow flowers it puts out in the spring. The flowers of the desert are a sight in their own right. Given spring rains, they spread an amazing carpet of colors over gravel and spines.

You'll rarely see desert animals; they're too shy. And that goes for snakes and lizards, too. But you can do

all the animal watching you want at the Arizona-Sonora Museum near Tucson. There you'll find bear and mountain lion, jaguar and wild pig, coyote, bobcat, ocelot and even the strange coatimundi, a monkey-like creature with a tapering snout. On display behind glass, there are also rattlers and coral snakes, and the beautiful though poisonous Gila Monster.

Like the plants and animals, man has also learned how to live in the sunny Southwest—and to thrive on it. The therapy of sun-shine and dry air do welcome things to arthritics and asthmatics. Meanwhile air conditioners and swimming pools add to pleasant living. Nowhere is this more so than at lush hotels like the Camelback Inn at Phoenix or the El Conquistador at Tucson. At lower prices, you'll also find hundreds of motels and ranches that offer comfort, with a friendly Western manner.

A tour such as the one mapped on page 116 will show you most of the Southwest's highlights. But what else do you fancy? Want to make like a cowboy? Guest ranches abound, especially around Wickenburg, Ariz. Some—like Casa Rosada, set on a hill-side near Sonoita, Ariz.—carry on large cattle operations and guests may ride with the cowboys, even brand calves. Want to feel like a pioneer prospector? Visit "live ghost towns" like Virginia City, Nev., Tombstone, Ariz., Central City, Colo. Want to cross the border into Mexico? Juarez is next door to El Paso; Nogales is near Tucson. Or do you want adventure on our fast rivers? Contact Frank Wright, Box 27, Blanding, Utah, or Art Greene, Cliff Dwellers' Lodge near Cameron, Ariz., for motorboat or hydroplane trips—at about $200 for seven days.

But even if you've seen and done all this, you'll have barely scratched the sandy surface of Mother Nature's prodigality in America's Southwest. You'll have to come back. Indeed, I know a hostess in Tucson who drops a pinch of desert sand in the pockets of guests leaving for homes back East. "Carry a bit of the desert with you," she explains, "and you will return."

That's the way it is. **End**

Naturally mild and tasty

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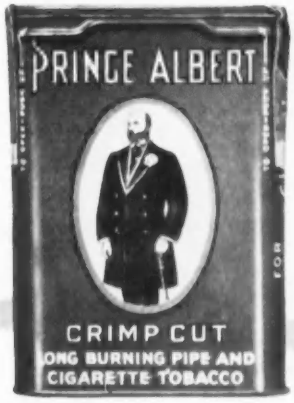

NATURE in her own sure way put the flavor in P. A.

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"When it comes to my pipe," says W. Earl Thomas, electrical engineer, "I always light up with cool, comfortable Prince Albert!" Construction worker Hershel Henderson, agrees. "I'm a 'makin's' man myself, and P. A. is the easiest-rolling, smoothest-smoking 'makin's' tobacco I know of."

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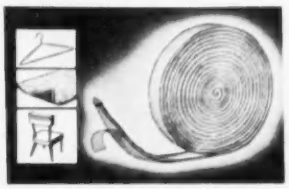

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Easily mounted with three thumbtacks in your kitchen, den or work-room. Keeps cigarettes at your fingertips. Your supply is always visible. Two sizes—regular or king. Holds a full carton of your favorite brand. Your choice of colors, red, yellow or ivory. Only $1.00. Send check or money order to Atlas Plastics, Incorporated, 115 Route 46, Little Ferry, New Jersey.

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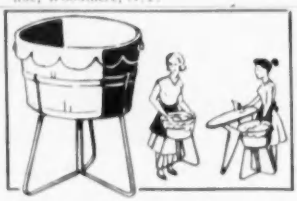

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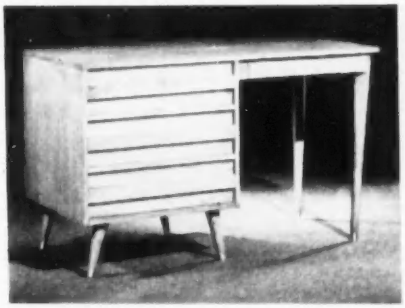

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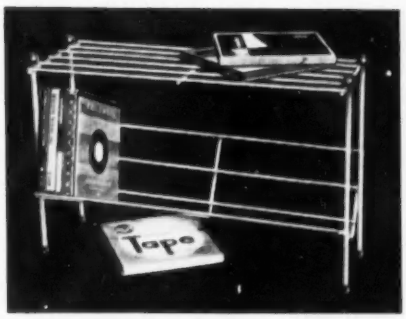

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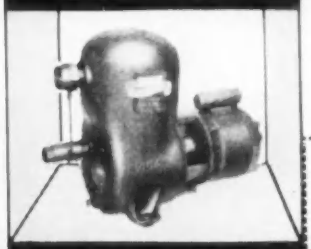

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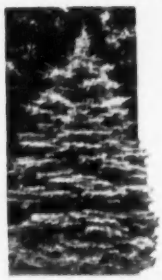

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Hyacinth trick

IT TAKES a magician to pull a rabbit out of a hat. But growing hyacinths indoors in water is a bit of magic you can perform after one easy lesson.

All you need for equipment is a container, water, a few pieces of charcoal and, of course, a hyacinth bulb. Put these together and you can have blooms from Christmas to Easter.

A regular hyacinth glass (shown), can be used as a container. Or any shallow dish or bowl will serve, especially if you have a group of bulbs.

The water level should be kept just below the bottom of the bulb to prevent rotting. If you're using a bowl or dish, place the bulb on a handful of pebbles. Charcoal is added to keep the water sweet.

To get a long, graceful stem, you must trick the bulb. It would prefer to open its florets before the stem has had a chance to develop. When using a hyacinth glass, place a cone of heavy, dark paper over the bulb. Bulbs in bowls may be placed in a dark closet for two weeks to check early flowering.

For pastel shades, we favor these Dutch varieties: Delft Blue; Myosotis, porcelain blue; City of Haarlem, creamy yellow; Lady Darby, light rose. For a pure white, try L'Innocence. Get top-size bulbs for best bloom.

These bulbs are hardy and may be planted outdoors after the indoor flowering. They'll rebloom after a year or two of rest and recuperation.

To be different, you might try the French Roman hyacinths. Each bulb produces several slender, graceful spikes of deliciously fragrant, nodding bells. These are small and less costly than the Dutch types. They're also less hardy.

—*F. F. Rockwell*

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Is Erika really free?

Erika escaped through the Iron Curtain. She's free now, but she has no adequate shelter, no winter coat, no warm shoes.

Would you sponsor Erika or one of the many youngsters like her? The cost is only $120 for 1 year (or $30 quarterly or $10 monthly)—little enough to prove to a child that *freedom's way is the heart's way*. Food, clothing, shoes, other necessities will be delivered to her in Western Germany in your name by Save the Children Federation, a non-profit, child service organization with 23 years experience. Full information and a photo will be sent to you.

A contribution in any amount will help!

SAVE THE CHILDREN FEDERATION
345 E. 46 St.,
New York 17, N. Y. (TJ-1)

CROOKED TOES?

This highly effective device of soft, flexible rubber—**Dr. Scholl's TOE-FLEX**—tends to gradually straighten crooked or overlapping toes by exerting an even outward pressure. Worn invisibly. Very comfortable. Sizes, Small, Medium, Large. Only 75¢ each.

FOAM RUBBER IRONING PAD

FASTER—EASIER—WRINKLE FREE!

Carefree ironing! Smooth, pillow soft MIRACLE FOAM RUBBER irons **faster, easier!** Glides over buttons, zippers, lace **without crushing.** Foam Rubber ironing saves time, energy, electricity. Sells like wild. *Take orders! Earn money!*

SAMPLES FOR TRIAL

Sample offer sent immediately to all who send name at once. Hurry. Postcard will do. SEND NO MONEY—just your name.

KRISTEE CO., Dept. 1212, AKRON 8, OHIO

One-Spot Flea Killer
FOR FLEAS 50¢

Kills Lice, Ants, Fleas, Aphids, Bedbugs

SUITABLE Even for KITTENS

DUST ON ONE SPOT *Guaranteed by Manufacturer*

THE PAT OF PROTECTION

Pat One-Spot into dry coat on a spot size of animal's foot-print once a week. This is the very last word in

FLEA INSURANCE

One-Spot Co., Jessup, Md. *At your Drug store.*

FREE PET COMB with each can

(East of the Rocky Mountains only.)

EAT ANYTHING WITH FALSE TEETH

If you have trouble with plates that slip, rock and cause sore gums—try Brimms Plasti-Liner. One application makes plates fit *snugly without powder or paste,* because Brimms Plasti-Liner hardens permanently to your plate. It relines and refits loose plates in a way no powder or paste can do. No need to pass up your favorite foods. With plates held firmly by Plasti-Liner, **YOU CAN EAT ANYTHING!** Simply lay soft strip of Plasti-Liner on troublesome upper or lower. Bite and it molds perfectly. *Easy to use,* tasteless, odorless, harmless to you and your plates. Removable as directed. Money back if not completely satisfied. Special Bonus Offer! Send only 10¢—we send you 55¢ package of Tri-Dent Denture Cleaner! Hurry, offer expires Nov. 30, 1955. Plasti-Liner Inc., Buffalo 11, N.Y.—Dept. 50.

BRIMMS PLASTI-LINER
THE PERMANENT DENTURE RELINER

Bypaths

Of all glad words
As the motorist wends,
The gladdest are these:
"Construction Ends!"
—*Lillian M. Briggs*

• • •

Women who claim they haven't a thing to wear usually need their husband's closet to keep it in.

In Defense of Earthworms

Just because they cannot fly,
And none can look you in the eye,
Just because they live in dirt
And spend a lot of time inert,
Don't condemn these lowly creatures,
Many people have such features.
—*Bert Kruse*

• • •

Garbage truck: Mess haul.

The Spirit of '55

Our friends are all prospectors now:
Each has it in his cranium
That with a Geiger counter he
Is bound to find uranium.

No fruitless jaunts can get them down,
No sage advice can quell them;
There's wealth in Geiger counters, yes,
But just for those who sell them.
—*M. M. Parrish*

Point of View

On some girls
Sweaters help bewitch;
On others
All they do is itch.
—*Lois F. Pasley*

• • •

The story of Jonah and the whale teaches us that you can't keep a good man down.

Dental Appointment

When others phone in fear and dread,
His schedule's filled for days ahead;
But I discover, to my sorrow,
He'll always squeeze me in tomorrow.
—*Stephen Schlitzer*

• • •

Most footprints on the sands of time were left by work shoes.

"You're taking an awful lot for granted, aren't you, Feeney?"

1.98

10-IN-1

All-Purpose Optical Glass

IMAGINE!

10 separate optical instruments in **ONE** compact unit—magnifying glass, telescope, compass, binoculars, reading glass, mirror, solar time-teller, fire starter, magnifying mirror & textile tester. Folds into small space. West German import. Sturdy precision design.

No. 93 ..... 1.98

AMAZING BARGAINS

DIRECT FROM IMPORTER TO YOU!

SAVE UP TO 48%

Here's wonderful news for you! You can now order any of the items shown below at a savings of up to 48%! Because we're the exclusive importers of this merchandise we are able to pass it directly on to you without using a middleman. Result: YOU get the savings! And you order with complete confidence—every single item is offered on a guaranteed money-back basis. Free home trial—if you're not absolutely delighted, send the merchandise back within 5 days for full refund. Rush the coupon TODAY!

AUTO-MAGIC HAND STITCHER

Now! A "sewing machine" that fits in your hand—practically doubles your sewing speed—eliminates rethreading—lets you perform sewing jobs at home you'd otherwise send to a tailor! Hastes hems, tacks, shifts smocks, contrasts and appliques. Simple—no special skill required! Makes **ANY side stitch**—sews a clean, invisible line—stitch here **IN SECONDS!** Holds full speed of thread. 2 needles and illustrated literature included.

No. 807 ..... 1.00

3.95

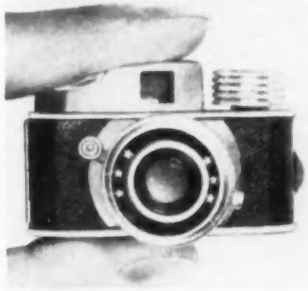
SWISS ARMY TYPE KNIFE

10 TOOLS IN ONE—

The Swiss Army Knife is recognized as the most compact multi-purpose tool ever devised. This is the **LOWEST** price it ever sold for! Finest Solingen steel by Korium. Has scissors, saw, corkpick, jackknife, screwdriver, awl, can opener, bottle opener, corkscrew & penknife. Solid Vidal handle, belt attachment. Length: 3½".

No. 88 ..... 3.95

Mighty Midget SPY CAMERA



GOLD PLATED DELUXE MODEL 2.95

This precision-make camera is tiny—only 2" by 1¼". Designed for detective and espionage work, can be hidden in palm of hand. Gives pictures of unbelievable sharpness! All-metal, gold plated. Coated lens, speed shutter, professional viewfinder. Instant **AND** time setting. Take pictures in secret—make wonderful candid shots! **FREE**: Pigskin leather carrying case & 2 rolls of film given with each camera. This camera will last a lifetime—all exposed metal is **GOLD PLATED!** Clear, sharp pictures just like expensive cameras, special family price—3 for 7.98. Order for gifts.

No. 48 ..... 2.95

POCKET MICROSCOPE

1.98

gives 2,500 TIMES AREA MAGNIFICATION!

Measures but 2¼ inches—but this microscope from Western Germany gives **GIANT POWER & PERFORMANCE!** Metal design—optically ground precision lenses. Gives 2,500 times area magnification! Clear, sharp images—see Nature's wonders, examine liquids, textiles, insects, cells, smears, etc. 2 special slides given. Eyepiece focusing.

No. 12 ..... 1.98

NOW ONLY 88c

SPECTOSCOPES

SPECTOSCOPES—the binoculars you wear like eyeglasses—are now yours for 88c plus 12c tax & delivery! Enjoy sports, TV, theatre, public events this new way! Formerly $2.98. You pay less than wholesale. Only **TWO** per customer. Only 1 oz.—hardly know you have 'em on. Clear, **MAGNIFIED** viewing. Individual focusing for each eye. West German make—precision optical lenses.

No. 90.... 88c plus 12c

New! Exciting! Colorful! Novel!

GARDEN UNDER GLASS

NOW ½ PRICE! 1.98

Here's one of the most breathtaking home ornaments in years—lush, exotic, natural flowers from the forests of Brazil, sprigs of lovely Princess pine and rich, red Vinylite roses sealed under glass to last for years! Originated by one of the world's leading florists—his secret is one that many others have tried to duplicate time after time without success. 19" round, 4" high. Crystal clear glass centerpiece adds distinctive beauty to any room in your home—provides a lovely cavalcade of color when placed on window ledge, TV set, dining or end table. Reg. 3.98.

No. 86 ..... 1.98

BIG PLAYHOUSE

for Boys & Girls

Big enough for two youngsters to play in—looks like a real house! Fits over a card table or on four sticks placed in ground. No tools needed. Sturdy, durable Dupont plastic in gay colors. Washable. A real life-saver for Mom, especially on rainy days—keeps the kids out from underfoot and happy for hours at a time.

No. 19 ..... 1.00

3-COLOR POLICE FLASHLIGHT

throws red, white & green beam!

1.98

The famous 3-Color Police Flashlight can now be yours! Police & fire departments have been ordering 'em by the carload. N.Y. City policemen alone have ordered thousands! Push buttons give you red, green or white beam instantly. Hi-Glo reflector increases beam intensity—visible miles away! Great for highway emergencies. Formerly $5.00. All metal design.

No. 75 ..... 1.98

DIRECT FROM LARGEST BINOCULAR IMPORTER

Super-Sport GERMAN BINOCULARS

HALF PRICE! 1.98

NOW—for the first and ONLY time—the powerful Isolan Super-Sport professional model at a bargain clearance price. We've sold thousands of these fine precision binoculars—they were originally made to sell for $5.00! Now yours for only $1.98, including carrying case, postage & tax. Rugged, but light. Precision design—made in West Germany. Great for sports and scenic enjoyment. At this price everyone should own a pair!

No. 164 ..... 1.98

SAVE MONEY—USE THIS COUPON!

THORESEN'S, Dept. 17-L

352 Fourth Ave., New York 10, N. Y.

RUSH the items checked on 5-Day free home trial. If not delighted with the merchandise, I will return it in 5 days for full refund. ☐ Payment enclosed. (Send postage & tax paid.) ☐ Send C.O.D. I'll pay charges.

- No. 93—10-in-1 Optical Glass ($1.98)
- No. 807—Auto-Magic Stitcher ($1.00)
- No. 88—Swiss Army Type Knife ($3.95)
- No. 48—Gold Plated Spy Camera ($2.95)
- No. 86—Garden Under Glass ($1.98)
- No. 12—Pocket Microscope ($1.98)
- No. 90—Spectoscopes ($1.00)
- No. 19—Playhouse Tent ($1.00)
- No. 75—3-Color Flashlight ($1.98)
- No. 164—Super-Sport Binocular ($1.98)

NAME

ADDRESS

CITY STATE

(CANADIANS: Save tariff. Order direct from Thoresen Ltd., Dept. 17-L, 45 St. James St. W., Montreal 1, P. Q.)

"Ben-Gay gave me a new lease on life—relief from pain!"

Says Mrs. Louise Pirz of Lynbrook, Long Island.

"I had tried many other products before I discovered Ben-Gay", writes Mrs. Pirz, "but they didn't give me the real relief I wanted from the pains in my shoulder and arm. To tell the truth, I felt as though I were only half alive. The pain bothered me that much!

"What a difference with Ben-Gay! The pain eased up in no time. I wouldn't be without it!"

Yes, there's nothing like BEN-GAY! Its world-famous scientific formula contains up to two and a half times more of two famous pain-relieving agents than any of five other widely offered rub-ins. BEN-GAY's exclusive medication works *two* ways: First, it stimulates the blood supply to the painful area. Second, its pain-deadening action goes to work instantly to bring warm, soothing relief.

If you suffer the distress of muscular or rheumatic pains see what welcome relief Ben-Gay can bring. Use it as often as you need. You'll find Ben-Gay acts *fast* where you hurt!

PIN-WORMS MAY BE A FAMILY AFFAIR

Fidgeting, nose-picking and a tormenting rectal itch are often telltale signs of Pin-Worms . . . ugly parasites that medical experts say infest *one out of every three* persons examined. Entire families may be victims and not know it.

To get rid of Pin-Worms, these pests must not only be killed, but killed in the large intestine where they live and multiply. That's exactly what Jayne's P-W tablets do . . . and here's how they do it:

First—a scientific coating carries the tablets into the bowels before they dissolve. *Then*—Jayne's modern, medically-approved ingredient goes right to work—*kills* Pin-Worms quickly and easily.

Don't take chances with this dangerous, highly contagious condition. Get *genuine* Jayne's P-W Vermifuge . . . small, easy-to-take tablets . . . *special sizes* for children and adults. Perfected by Dr. D. Jayne & Son, specialists in worm remedies for 100 years.

JAYNE'S P-W (TRADE MARK) for PIN-WORMS

The unanimous hope

He has himself often wisely said that no man can be indispensable. Ours is a Government of principle and of law. While President Eisenhower is absent other men will conduct its affairs. Let them recognize that the President has become a symbol of high ideals. As in the past, the things that are right will deserve support, the things that seem wrong must be condemned. Sincere prayers pour forth from around the world that so fine a human being may quickly regain his full health and strength. Equally it is the duty of all to see that nothing shall impair the truly indispensable body of American liberty.

☆

Farm and city understanding

Kiwanis International has taken the lead in planning that October 23–29 shall be a Farm-City Week. The hope, of course, is that people will give more thought to the interdependence between farm and city. (See the Sauk Centre story on page 27.)

The exchange of ideas during Farm-City Week obviously will emphasize the continuous market which urban millions provide for the food and fiber from the farms; and will point out that farmers and their families, by buying everything from steel to cosmetics, make millions of jobs in thousands of factories and businesses.

The average family spends less than one fourth of its income for food. Never before, in the U.S. or elsewhere, has a great people been able to devote three fourths of earnings to other purposes. Food costs less than taxes.

* * *

Farm-City Week will be well worth while if it helps to establish an appreciation for these facts, and for the reasons behind them.

One might conclude, if he went no deeper than to skim the news, that political actions are responsible for abundant production and for whatever prosperity farmers have enjoyed. The truth is the direct opposite.

American agriculture developed in an atmosphere of full freedom. Men farmed where they wished, raised what they chose, sold what the markets demanded. If they grew tired of farming they could always try something else, and millions have done that.

New machines, new methods, new chemicals—new knowledge and new equipment for every product—have steadily enlarged the farm output per man and increased his earning power. These have been the products, not of political actions, but of competitive American enterprise.

Political interference in recent years has tended to prevent the natural changes which agriculture ordinarily makes.

Price supports and acreage restrictions have delayed normal adjustments to changing demands. And now, with a campaign year approaching, politicians on both sides will seek to convince farmers, and to convince the public, that agriculture's future will depend upon what laws Congress may adopt in Washington. Most such arguments will be nonsense.

* * *

Ours are the best-fed consumers in the world, and ours the most prosperous farmers because the American system of individual choice has generally prevailed for both. If better understanding of that basic truth develops, Farm-City Week will be a great success.

THE SKYSWEEPER, designed to combat high-speed, low-flying aircraft, thinks for itself with an electronic device. Automatically loads, tracks and fires at attacking jets.

THINKS FOR ITSELF!

New Havoline Special 10W-30 thinks for itself . . .

No longer must you choose between winter and summer grade oil. Here's an *all-year* motor oil that thinks for itself. It's "light" for quick cold starts, has "body" to withstand engine heat. Guards against wear, exceeds "mil sup one" specifications — most rigorous industry standard devised!

it's "light" for cold starts

has "body" to withstand heat

Tests prove pickup of even NEW cars can be increased

Tested against leading 10W-30 oils in road trials by an independent research organization, Havoline Special 10W-30 proved decisively best for today's high compression engines. After 15,000 miles of grueling tests, pickup and pep of *new* cars using Havoline Special 10W-30 actually increased up to 15 per cent . . . as much as 18 per cent greater than test cars using other 10W-30 oils. Oil and gasoline consumption dropped. Wear was negligible.

Why this superiority? Because Havoline Special 10W-30 has an exclusive balanced-additive formula . . . *barricades* vital parts with a wear-repellent film. It keeps engines clean, *fully* protected despite temperature changes. For livelier starts, more engine stamina, get Havoline Special 10W-30. See your Texaco Dealer, *the best friend your car has ever had.*

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Texaco Products are also distributed in Canada and in Latin America

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Scientific Olson Process we shred, sterilize, sort, merge and reclaim the wool and other valuable materials in worn rugs, clothing of all kinds; then picker, card, comb, bleach and expertly blend with our choice, Imported New Wools — spin, dye in exquisite shades and weave in One Week into lovely, *NEW* deeply-tufted, double-wearing . . .

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Colors, Sizes for All Needs. Hundreds of sizes up to 18 feet wide, *any* length. Choice of 44:
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